ENTERTAINMENT SUCCESS STORY

Cinema Giant Wins with ShoreTel Unified Communications

ShoreTel Scalability Creates Major Benefits for one of the world’s leading entertainment companies with 55 cinemas, over 440 screens, and seating for 75,000.

Hoyts Corporation, one of the world’s leading entertainment companies, owns and operates 55 cinemas with over 440 screens and more than 75,000 seats across Australia and New Zealand. It is the region’s largest single-brand movie exhibitor.

“Hoyts has a strong focus on lifting its performance across all areas of its operation. So moving and maintaining ageing technology did not make sense, particularly when you look at operating and maintenance costs. We wanted our telephony to make our customer service more dynamic and promote faster decision making.”

Wrightson said the existing PABX system was unable to provide the modularity and high scalability to meet Hoyts’ diverse head office needs. Hoyts needed an easy to use, robust telephony system able to increase efficiency at the lowest total cost of ownership. Ideally, the selected IP telephony system for the Hoyts head office would be able to be deployed across its cinema operations throughout Australia and New Zealand over the next two years at an affordable cost.

“Telephony goes hand in hand with cinema operations. Whether it is for booking a popular movie or responding to inquiries on session times, an efficient telephony system is integral to the cinema business.”

CHALLENGE:

• Faced with a head office move and the growing needs of its major movie business, cinema giants Hoyts Corporation needed a robust and reliable telephony system to reduce overheads and increase staff productivity at its head office, and provide a highly affordable and cost effective roll out across its Australia and New Zealand operations.

SOLUTION:

• The unified communications solution deployed in Hoyts’ head office included ShoreTel SG 90 switches, IP extensions, conference ports, SG E1 switches, lines, an SG 24A switch, analogue extensions, VPN Concentrator and Music on hold ports. Handsets included ShoreTel IP Phone IP115, IP230, IP230 gigabit, IP265 and IP8000 conference phones along with licenses, Extension and Mailbox, and ShoreTel Communicator with Professional Access.

BENEFITS:

• Inbound agents who work outside the Hoyts head office in Sydney are now able to be part of the same telephony system used by all other Hoyts employees.

• Hoyts will be capable of realizing zero cost calls between its head office and cinemas as it deploys ShoreTel IP solutions throughout the circuit.

According to Adam Wrightson, Hoyts Group Technology Director, the office move provided an opportunity to review the company’s technology and systems and assess how it could best meet present and future needs.
It was felt that seamless telephony across Hoyts could promote a stronger sense of unity through the cinema group, be valuable in the long run and present a seamless professional organization to the stakeholder base.

A disparate telephony system does not link employees working across different regions together. Using the one ShoreTel unified IP telephony system promotes teamwork and stronger integration across the entire company.

Although not yet fully implemented, Hoyts plans to extend its ShoreTel implementation by installing ShoreTel Switches and handsets into its cinema complexes throughout Australia and New Zealand. Once completed, Hoyts will realize seamless telephony, STD and international calls between all Hoyts offices and cinemas completely free. Colleagues will be able to see who is on the phone, where they are located and when they can take calls. This seamless feature will lead to higher productivity and a high return on investment after the deployment process is completed.

Wrightson and his team reviewed systems from Avaya and Mitel. Neither of the presented options could match the cost savings of ShoreTel. They seemed complicated to use. They also lacked the functionality and modularity to meet current and future needs.

For Hoyts, ShoreTel became an obvious choice. Its ease of use and easy scalability from 10 to 20,000 users on the one system proved compelling, particularly when any future moves, adds and changes could be made without expense apart from the costs of handsets.

Nigel Sinclair from PTS Communications who managed the installation said, “Hoyts was impressed by the simplicity of ShoreTel and its mobility. The selected system had to be able to connect anyone on the system no matter where and when they worked. Physical location would no longer be an issue. ShoreTel also met Hoyts demands on pricing, which were reinforced by its low Total Cost of Ownership – a value where ShoreTel leads the industry.”

ShoreTel was able to demonstrate significantly high functionality and scalability during the tender process – attributes which competitors could not match without adding expensive hardware and software. ShoreTel, it was noted, is a fully integrated pure Unified Communications solution with functions and benefits built into the system. The ability to switch all calls to any nominated location provides with better use of admin resources. The functionality of the ShoreTel UC system enables staff to automatically dial out with just a few clicks from their PC, instead of having to dial numbers manually. Its fully integrated distributed architecture provides major savings in maintenance and upgrades.

**Trouble-free install**

The system was deployed and installed within a matter of weeks. Wrightson said, “There was no need for extensive training. The ShoreTel install was an easy plug and play experience with smooth functioning across 160 seats.”

The solution comprised of SG 90 switches, 240 IP extensions, conference ports, 2 SG E1 switches, 60 lines, 1 SG 24A switch, 24 analogue extensions, 1 SG VPN Concentrator and 2 Music on hold ports. Handsets included 4 IP115, IP230s, 38 IP265 and 2 IP8000 conference phones along with 160 Extension and Mailbox licenses, and 26 ShoreTel Communicator with Professional Access extension licenses.

**Improved productivity**

With the ShoreTel solution completed, calls can now be answered by any employee at any location using a desktop PC or a handset. It also enables users to type in a call recipient’s name and make calls using a desktop computer without ever having to touch the handset – it’s a simple click and dial process. When a call is answered, the ShoreTel system enables it to be transferred to any nominated location including home or mobile numbers. This helps staff work from different locations, take or re-assign incoming calls to colleagues or route them through to voicemail.
“We have seen how much Hoyts customer service has benefited since the installation of ShoreTel. There is now a much faster turnaround in call handling with less time spent on call waiting and voicemails. There is also stronger functionality in our helpdesk. The greatly improved customer experience and higher productivity of ShoreTel are key factors in our plans to expand the solution to all our cinemas and offices in the region.”

The modularity and reliability of ShoreTel is now paying additional dividends. Hoyts is now better managing its inbound calls especially in peak periods with unanswered calls being almost nonexistent. And while Hoyts is yet to undertake an ROI evaluation since completing the installation, it is evident that the company has greatly reduced its overheads through ShoreTel’s UC capabilities and functionality.

The modularity and reliability of ShoreTel is now paying additional dividends. Hoyts is now better managing its inbound calls especially in peak periods with unanswered calls being almost nonexistent. And while Hoyts is yet to undertake an ROI evaluation since completing the installation, it is evident that the company has greatly reduced its overheads through ShoreTel’s UC capabilities and functionality.

Adam Wrightson
Group Technology Director
Hoyts Corporation

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can’t match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com