

Racing ahead at Epsom Downs



The BDL Hotel Group was formed in 1997 to develop and operate new build branded hotels and, 11 years on, the company operates 18 hotels with a further seven under construction. Its mission is to deliver above average returns on investment to shareholders and investors whilst always providing customers with excellent facilities, great value for money and a warm welcome. There is a rigorous quality culture running across every BDL property; quality assets maintained to the highest levels, quality service leading to top customer satisfaction and quality of internal processes and systems – all driven by quality people.

QDOS has worked with BDL since the beginning of the hotel group's history and now has twenty telecommunications projects for BDL under its belt. The Holiday Inn Express Epsom, which opened in August 2008, is the latest in the BDL portfolio and is located on the grounds of the Epsom Downs racecourse in Surrey. Whilst the brand is happy with its budget label, this does not come at the expense of quality and excellent facilities. Each of the 120 contemporary and stylish ensuite bedrooms are bright and spacious with direct dial telephones, tea and coffee making facilities, power showers, and interactive colour televisions with Sky, radio and pay movies. There is a desk area and broadband access making the hotel ideal for busy business travellers and leisure visitors alike.

Stuart McCaffer is a director of BDL Management Ltd. "We originally chose to work with QDOS because they understand the hotel industry; whilst there are many capable telecoms suppliers out there, an office system is arguably far less complicated than those used within our sector," says Stuart. "The telecommunications systems used in modern hotels are required to perform many functions in order to assist with the smooth running of the property. They have to allow for the basics such as: charging guests for calls, wake-up calls and dedicated lines for different areas such as room service. But we also use our phones to allow housekeeping staff to confirm when a room has been cleaned and prepared for a new guest, and other non standard telephone system applications too."

"When we are constructing a hotel there are a million potential problem areas; we need to have confidence in our telecoms suppliers. Confidence that they can take care of their specialist area whilst understanding where they fit into the bigger picture and able to work in partnership with other suppliers," explains Stuart. "As with every project, Simon Catterick from QDOS and his team were involved in the complete solution for the Holiday Inn Express Epsom. From initial analysis of our requirements and system design to network and data cabling, installation and ongoing support; QDOS ensure that the telecoms system integrates fully with the rest of the build and interfaces with other areas of the IT infrastructure."

Stuart continues; "QDOS had to be flexible enough to install cables as soon as our builders were ready; this flexibility and commitment to getting the job done is one of the things we like about working with the team. There are never any nasty surprises when it comes to invoicing. We pay a fair price and QDOS does whatever it takes to achieve our goals, including training our staff and managing call traffic to ensure we get the cheapest possible call costs."

QDOS installed an Avaya IP Office Telephone System integrated with Tiger call accounting and Brilliant property management system; installing a category five structured cabling network for this to run over.

"It is QDOS' attention to detail and commitment to delivering the quality that we look for which ensures that every project works well. Whether our hotel is in Inverness, Antrim or Heathrow, QDOS still provide the same prompt and professional levels of remote and field based service and support that a 24/7 hotel operation requires," says Stuart McCaffer. "It is a testament to Simon and his team that wherever possible BDL looks to work with QDOS. In addition to our existing portfolio QDOS has been contracted on five more new build BDL Ramada Encore projects and four new BDL Select Hotels. We benefit from consistency across our operations plus reassurance that every job will be delivered to the same exceptional standard."



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