

Ramada Encore Haydock



The New World Group was formed in 2002 to develop and operate new build branded hotels and is now the company behind some of the UK's leading hotels including familiar names such as Ramada, Best Western and Days Inns. When New World needed a complete telecommunications system for its first Ramada Encore development the company called in Q\DOS.

The Ramada Encore Haydock is the first Ramada Encore which New World has developed and opened in February 2008. The hotel offers something very new to guests; a boutique concept which is simple, stylish, vibrant and upbeat with comfortable, contemporary accommodation using innovative design. Importantly, Ramada Encore hotels offer affordability so that both leisure and business customers can enjoy the boutique experience without over the top prices.

The Ramada Encore Haydock has 102 light and roomy bedrooms. Each room has everything a guest would expect from a modern hotel; contemporary styled bathrooms with invigorating power shower, generous work area, direct dial telephone, tea/coffee making facilities, LCD television with 16 TV channels and radio, and high speed internet access.

"Whilst all of our clients are experienced and successful hoteliers, many of them will admit that technology is not their area of expertise," explains Simon Catterick, managing director of Q\DOS. "New World brought us in to deliver a total telecommunications solution for the Ramada Encore at Haydock; everything from telephones and voice mail to television and internet. With the exceptional guest facilities, our solution had to be fully comprehensive."

Simon continues; "We are currently working with New World to deliver the service for Ramada Encore hotels in Crewe, Barnsley and Birmingham NEC and Ramada Plazas in Rugby and Southport. Our job is to provide a complete consultancy and supply service; rather than simply responding to a very prescriptive brief we take a very proactive role in every project. For example, at Haydock we assessed the client's objectives and recommended an integrated solution including property management system, door entry technology, television equipment and content and CCTV. This is in addition to supplying bespoke voice, data and coaxial cabling and telephony systems, wireless internet and IT system solutions."

Q\DOS not only project managed the design and installation of the Ramada Encore Haydock systems but also sourced and negotiated with suppliers to ensure that New World got the best possible deals.

Kelly-Ann Grimes is a director of New World Hotel Operations. "When we began to develop our first Ramada Encore our aim was always to create an incredibly high-specification hotel. Being able to hand over the telecommunications aspect of the project, as well as other specific areas such as TV, internet, and call accounting to Q\DOS enabled me and my team to focus on other areas of the build and brand development," she explains.

"I cannot emphasise enough how important having Q\DOS on board has been to the successful opening of Ramada Encore Haydock. We trust Simon and his team to deliver effective and practical solutions and to represent us in supplier negotiations at the highest level; we value this relationship enormously and look forward to working with the team in the months and years ahead."



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