



# UPGRADING HOTEL TELECOMS:



## NATSON HOTELS' SUCCESS STORY

For hospitality properties, having a well-functioning telephone solution is crucial. However, while analog phones may have been great years ago, they represent a technology designed for another age. Newer phone technologies such as VoIP can be much less expensive – up to 50% less per line – and much more flexible to meet your property's needs

### Do Telephones Matter Anymore?

Yes! Hotels use telephone systems to facilitate communication between guests and various departments, such as housekeeping, room service, and the front desk. Prompt and courteous assistance through phone calls greatly influences guest satisfaction.

Telephone information technology has also helped hospitality businesses better manage inventory, bookings, reservations, and customer data. Without information technology, managing the day-to-day operations of hotels, restaurants, and other hospitality-related businesses would be impossible.

Phone conversations also allow for small talk and follow-ups that email chains don't, helping build rapport and adding a personal touch. This can make the difference between misunderstanding and reassurance, helping the customer connect with the person and the property they represent.



We've really enjoyed helping Natson's Motel 6 and Studio 6 properties consolidate their phone systems and services and delivering a robust, all-around telecom experience. It's been a pleasure to work with Karl and the Natson team and to see their growth over the past couple of years. We will continue to help them grow and support them for years to come.

**BRYAN WRIGHT**

*Vice President, Sparkplug IP*



## Why Should Hotels Upgrade Their Telecoms?

With the hospitality industry becoming increasingly reliant on technology, hotels need to upgrade their telecom systems to keep up with guest expectations and operational demands. Outdated analog systems can frustrate guests and hamper a hotel's ability to deliver modern, seamless services. Investment in advanced telecom technologies like SIP (Session Initiation Protocol) not only enhances the guest experience with improved connectivity but also simplifies internal operations, reduces costs, and ensures the property stays competitive.

SIP technology enhances hotel operations by streamlining internal communications with features like call forwarding, voicemail-to-email, and mobile extensions. These capabilities allow staff to respond more quickly to guests' needs and manage operational tasks more efficiently. For guests, SIP improves in-room connectivity, enabling seamless access to services such as room service and concierge.

Integrating SIP with PRI (Primary Rate Interface) and cellular POTS (Plain Old Telephone Service) ensures additional benefits, including a fail-safe to support continued operation during outages. These redundancies ensure uninterrupted communication for essential services such as emergency 911 calls, as well as preventing downtime or poor performance under high call volumes.

Together, these technologies create a robust, future-proof telecom system that safeguards hotel operations while elevating the guest experience, helping properties stay competitive in a rapidly evolving industry.



Natson Hotel Group has had the pleasure of working with Sparkplug IP along with WorldVue for several years. We are very pleased with the quality of service and support Sparkplug IP and WorldVue provide us with, including several installations of property-wide system upgrades. They are responsive to our needs and offer very competitive rates, and we look forward to continuing our successful business relationship.

**KARL ZOTTL**

*Senior Vice President, Natson Hotels*



## Optimizing Telecom Services for Natson Hotels

In 2020, amidst the global pandemic, Natson Hotels confronted a pressing challenge: modernizing and consolidating their diverse telecom services across multiple states. Facing outdated analog systems, complex billing, and inefficient processes with limited capital expenditure, Natson Hotels turned to WorldVue for a transformative solution. Partnering with Sparkplug IP, WorldVue embarked on a mission to deliver an optimized, cost-effective telecom infrastructure.



## The Customer

Natson Hotels is a full-service management company that provides superior operational, accounting, and marketing expertise to its properties. They are currently managing nearly 14,000 rooms at over 100 properties. They serve many major brands in the full service, select service, and economy segments.

## The Challenge

Natson Hotels needed a comprehensive overhaul of the telecom systems at their Motel 6 & Studio 6 properties, which included:

1. **Upgrading Outdated Analog Systems** - Transitioning from traditional analog lines to modern, scalable technology.
2. **Consolidating Billing** - Simplifying and unifying billing processes across various locations.
3. **Streamlining Processes** - Enhancing operational efficiency while minimizing capital expenditure.

Their locations spanned several key states: Florida, Texas, Mississippi, South Carolina, North Carolina, Virginia, and Massachusetts.

## The Solution

WorldVue, in collaboration with Sparkplug IP, developed and executed a comprehensive telecom solution tailored to Natson Hotels' needs. The key components of the solution included:

1. **Transition from Analog to SIP Technology** - WorldVue replaced outdated analog lines with modern SIP (Session Initiation Protocol) technology. SIP allowed for scalable, cost-effective voice communication over the Internet, significantly improving flexibility and efficiency.
2. **PRI (Primary Rate Interface)** - Provided reliable, high-quality voice services where needed.
3. **POTS (Plain Old Telephone Service)** - Exchanged antiquated analog lines to SIP & Cellular POTS lines.
4. **PBX (Private Branch Exchange)** - Facilitated internal communication and efficient call management.

## Implementation and Results

Over three years, WorldVue successfully scaled its services from zero to thirty-three locations, including new sites in Florida, Texas, Mississippi, South Carolina, North Carolina, Virginia, and Massachusetts. Key aspects of the implementation included:

1. **Procurement of Hardware** - Efficient acquisition of the necessary equipment for deployment.
2. **Swift Installation** - Rapid installation and activation of telecom services to ensure minimal disruption.
3. **24/7 Support** - Continuous support to address issues and maintain seamless operation.



By transitioning Natson Hotels from outdated analog systems to advanced SIP technology, WorldVue enhanced communication capabilities, streamlined operations, and consolidated billing processes while improving the guest experience. This modernization addressed immediate needs and laid a strong foundation for future expansion.

## Conclusion

The collaboration between WorldVue and Natson Hotels illustrates the effectiveness of strategic partnerships and innovative solutions in overcoming significant challenges. By modernizing telecom infrastructure and streamlining processes, WorldVue and Sparkplug IP enabled Natson Hotels to navigate the complexities of the pandemic successfully and set the stage for future growth. As Natson Hotels continues to expand across Florida, Texas, Mississippi, South Carolina, North Carolina, Virginia, Massachusetts, and beyond, WorldVue remains committed to providing cutting-edge solutions and exceptional support.

To find out how WorldVue and Sparkplug IP can help your hotel with a telecom upgrade, contact us today!



**CONTACT US TODAY!**

MARKETING@WORLDVUE.COM | WORLDVUE.COM