



# BOULDER FALLS INN RELIES ON AVAYA FOR HOSPITALITY EXPERTISE AND HASSLE-FREE SYSTEMS



## CHALLENGES

- Provide top-notch guest service to gain customer loyalty
- Exceed guest expectations for technology services

## VALUE CREATED

- Cost-effective, easy-to-manage phones and Wi-Fi
- Turning new visitors into repeat guests by offering highest level of customer service
- A scalable solution that will support property's growth

## Guests at Oregon Hotel Award Consistently High Marks to Wi-Fi Network

The opening of a brand-new luxury hotel is a process fraught with complications - managing countless moving parts, constant decision making and last minute changes, to name just a few. Nia Ridley, General Manager of the Best Western Premier Boulder Falls Inn is no stranger to this chaos, having recently opened the property in Lebanon, OR.

*"When you're opening a new hotel, you have to consider every detail. From staffing to specifics for the rooms - wall coverings, mattress selection, towels," explains Ridley. "We managed all of this and more at warp speed - including the late addition of a second floor bar that required serious reconfiguration of the building during construction - and in spite of all of this, the Boulder Falls Inn came online faster than any hotel in the history of Best Western."*

One moving part that hotel leadership didn't have to worry about was the Avaya data network, Wi-Fi and IP Office phone solution.

*"We knew the phone and Wi-Fi systems were critically important, but we were moving so quickly that other issues took precedence over the phones and wireless," says Ridley. "That turned out*

*to be the one thing we never had to worry about because our contractor 10D quietly came onboard with Avaya and made magic happen. When we opened, we didn't have any issues."*

And they haven't had issues since. The hotel's Avaya phones and Wi-Fi have proven to be a cost effective, reliable solution that allows the Boulder Falls Inn to offer its guests the highest level of service, turning first-time guests to this brand new property into repeat customers.

## Trusted Partner

The Best Western Premier Boulder Falls Inn is located on the campus of a recently built medical school in rural Lebanon, OR. It has 84 guest rooms, a highly-rated restaurant, 12,000 square feet of conference space and it employs



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—Nia Ridley, General Manager,  
Best Western Premier Boulder Falls Inn

110 people. The hotel's guests range from university and healthcare related visitors to conference attendees and leisure travelers.

When the time came to choose a phone system for the property, numerous solutions were considered, but the hotel quickly settled on Avaya because of the company's expertise in the hospitality industry.

*"In talking to the Avaya folks, what I found compelling was the experience they have in the hospitality space," says Ridley. "They would suggest features for the phone system that they knew would make our lives easier, things we wouldn't have even thought about asking for. That added a lot of value."*

The Boulder Falls Inn deployed 220 phones with their Avaya IP Office platform. Each guest room has two custom configured phones, with additional Avaya IP phones throughout the property, including the business offices, front desk,

restaurants, kitchen, catering kitchen, and events space.

The other big selling point for the Avaya IP Office was its seamless integration with the hotel's property management system, Opera. For example, if a guest doesn't answer a wake up call, hotel staff is alerted automatically and can follow up. *"The Avaya phones enable a great guest experience,"* says Chris Breshears, Rooms Division manager for Boulder Falls.

Managing the Avaya phone system has been easy for Ridley and Breshears. *"We don't want to be thinking about the phones, and really we never do,"* says Ridley. *"Out of all the systems in our hotel, the phones are the one thing we just rely on to work, and we trust IP Office 100 percent because we've never had any issues."*

Breshears stresses the importance of a reliable phone solution for a hotel. *"It's critical that our guests are able to contact guest services, housekeeping, or the 1847 Bar and Grill to get room service,"* he says. *"We've never had anyone tell us they couldn't get through. Basically, the phones just work. And they need to work, because that's part of customer service."*

## A Pleasant Surprise

Best Western has always leveraged technology to improve its guest experience. In fact, it was the first hotel brand to introduce free Wi-Fi.

At the Boulder Falls Inn, an Avaya WLAN 9100 provides Wi-Fi connectivity to hotel guests and employees, covering every guest room, restaurant, bar and the conference center.

*"We've always had very good ratings on our Wi-Fi service, which is remarkable because we're a very rural property," says Ridley. "People drive through miles of countryside to get here, so they're not expecting a great wireless connection. They're always pleasantly surprised!"*

In customer satisfactions surveys, the Boulder Falls Inn consistently ranks in the top three out of 293 Best Western properties in the region for its wireless service.

The hotel's Avaya network also securely supports the hotel's door locking system and security cameras. Staff can disarm and open doors, monitor the battery level of door locks and access the comprehensive security camera system.

*"The way our access points were laid out, we have very good coverage," says Breshears. "We don't have any dead spots."*

## Top-Notch Support

Avaya reseller 10D Tech was the contractor helping the Boulder Falls team through the entire build and opening of the hotel. The experience was positive.



*"We just can't say enough about 10D and how great they were," says Ridley. "The 10D rep wasn't pushy, but he was always available to us. He provided that reassurance we needed that he would take care of everything. Honestly, he just made the process so easy."*

Understanding the stressful nature of opening a hotel, 10D went so far as to set up voicemail greetings for each and every Boulder Falls employee.

*"The combination of Avaya's products and 10D's service really brought the whole solution together," says Ridley.*

## Expansion Plans

The Boulder Falls Inn has plans for expansion in its future, including a spa and suites, and Ridley is confident that her Avaya systems will easily support that growth.

She also explains that a large part of the hotel's business moving forward will be in conventions. *"We're really focusing in on state and regional conventions, and we know that our Avaya solutions will support that increase in business and help us give conference attendees a flawless experience."*

*"As far as systems go, it's the most reliable one that we have on property," concludes Ridley. "We sometimes experience challenges with other systems, but the Avaya solutions have not been one of them."*



**The Avaya phones enable a great guest experience.**

*—Nia Ridley, General Manager,  
Best Western Premier Boulder Falls Inn*

## SOLUTIONS

Avaya IP Office	Avaya WLAN 9100
Avaya ERS 3500 Networking	

### About Best Western Premier Boulder Falls Inn

Brand new in 2015, the BEST WESTERN PREMIER Boulder Falls Inn is the only Best Western Premier in Oregon! Centrally located near Corvallis, Albany and Lebanon, and perfectly positioned between the foothills of the Cascades and Pacific Coast mountain range. This unique, full service property is just miles from the I-5 corridor and everything that the Willamette Valley has to offer. Hotel features 84 beautifully appointed guest rooms and suites, luxurious amenities, onsite dining and lounge, tranquil Japanese gardens and an 12,000 square foot conference center.

### About Avaya

Avaya is a leading, global provider of customer and team engagement solutions and services available in a variety of flexible on-premise and cloud deployment options. Avaya's fabric-based networking solutions help simplify and accelerate the deployment of business critical applications and services. For more information, please visit [www.avaya.com](http://www.avaya.com).

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