



Beyond the Pillow – Leading Hotel Chain Drives Greater Customer Experience with 8x8

Great customer experience starts from the first communication. For Oaks Hotels & Resorts, its offshore call centre managing customer enquiries and booking requests just wasn't up to scratch with the high standards set by the rest of the business. It was time for an upgrade...

The Challenge

As competition from online marketplaces like Airbnb increases, customer experience has never been more important for the hotel industry with hoteliers pulling out all the stops to create a point of difference through good communication and personalised interactions.

For Oaks Hotels & Resorts, its current contact system was not up to scratch with the business' strategic vision. The cloud based system they were using had major quality issues; such as continuous drop calls, and voice and latency

issues, which was creating a negative customer experience for guests and potential customers. Their existing call centre software was also expensive to operate and did not provide flexible configuration in line with the changing nature of the business.

What Oaks needed in order to bring its communications up to the standard of the rest of its business, was a new solution that was cost effective, reliable, and provided seamless integration with its existing CRM.

Case Study Oaks Hotels & Resorts

Oaks Hotels & Resorts are one of Australia's largest apartment style accommodation providers, managing a portfolio of over 52 properties across five countries.

Originally founded in Australia, Oaks are an iconic Australian brand, renowned and trusted by customers all over the world for their world class apartments and hotels in prime locations.



For almost 20 years we've been helping small-to-medium businesses across Australia and New Zealand access big business managed IT and technology solutions.

As IT and technology experts, we'll help you uncover ways to streamline your business workflows and provide services and support to help your business grow.

Speak to our friendly CodeBlue team today. Call us on 1300 562 886 or head to code-blue.com.au where you can learn more about our unique product and service offerings.

The Solution

At the time, Oaks were managing their customer enquiries and booking requests through a centralised reservation service, with a third party call centre operating out of Manila.

After much deliberation with different vendors in the market, Oaks determined that 8x8 was an advanced global cloud solution – the right fit for their business – and engaged CodeBlue to help make it happen.

Working closely with the Oaks customer engagement team, CodeBlue proposed 8x8's Contact Centre solution and Virtual Office System. The solution would fit into the pre-existing outsourced call centre IT environment, as well as offer reliability and security to protect the integrity of Oaks customer data.

In only three weeks, the CodeBlue team were able to deliver a fully integrated cloud communications system that would keep call charges low whilst meeting the other requirements set by Oaks, as well as upskilling both Australian and Manila staff on how to use the 8x8 system.

With the new solution in place, Oaks say their call quality is excellent and the custom CRM integration built for Oaks means their staff can seamlessly access customer information when calling into the centre – a capability that allows all Oaks resorts to operate under a single source of truth and provide customers with personalised and relevant information.

Looking to the future, Oaks are looking at ways they can continue to build on their new system to create an even better customer experience with the first port of call being Microsoft Dynamics integration. This additional capability will allow call centre staff to pull up customer data straight away, qualify the customer, and automatically capture the call in the 8x8 platform so that the data can be used down the track to further improve processes and provide a seamless customer experience.its goals, KPIs and results.

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