



Fixed and mobile calls package helps premier Welsh golf and spa resort to cut costs and attract clients

“We’re very confident that BT was the right choice. We have had great support and we are looking at a quantum leap in the media technology that we’ll be able to use to support the Celtic Manor Ryder Cup event.”

Russell Phillips
Vice President, Facilities and Development
Celtic Manor

The Celtic Manor Resort is taking advantage of BT Business Plan with Mobile to rationalise telecommunications billing, devise innovative guest service offers, and assist in saving money

Executive summary

The Celtic Manor Resort in Wales has been chosen as the venue for the 2010 Ryder Cup. First class telecommunications is critical to its success now and in the future. Management and control of the Resort’s around 220 fixed and mobile lines was extremely difficult with hundreds of separate bills every month. In addition, better discounts might be possible if a wider view were taken.

BT proposed the BT Business Plan with Mobile service package – part of the BT Business One Plan family – unifying fixed and mobile call expenditure onto a consolidated monthly bill. The proposition included reduced call rates as well as capped call charges, enabling Celtic Manor to offer free calls to its customers as part of particular room packages. The overall package comes with BT OneBillPlus – which provides the monthly bill on a CD-ROM – and BT Billing Analyst. BT was able to provide Celtic Manor with a mobile one-stop-shop too.

Identified areas for cost reduction include excessive text messaging and calls via expensive directory enquiry services. Administration has been reduced and ultimate savings of 24 per cent are thought to be possible. BT is now helping The Celtic Manor Resort to plan towards the Ryder Cup in 2010, and is discussing the benefits that its 21st Century Network will bring to the event.

Marketplace

The Celtic Manor Resort is a world-class five-star destination set in the Usk Valley at the gateway to Wales, but just 90 minutes from London Heathrow. It is regarded as the most complete such facility in the UK and Europe and provides two hotels: a luxurious 330-bedroom Resort Hotel and an historic 19th century Manor House with 70 rooms. The Resort also boasts a 1,500-delegate convention centre and exhibition hall, four restaurants, two health clubs and extensive spa facilities. There are three championship golf courses, and the Resort has been chosen as the venue for the 2010 Ryder Cup.

Case study

The Celtic Manor Resort

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Clive Morgan
Network Support Administrator
Celtic Manor

Business opportunity

Managing a Resort that extends to 1,400 acres with extensive ancillary facilities is a mammoth task, and first class telecommunications is critical to Celtic Manor's success. Clive Morgan, Network Support Administrator at The Celtic Manor Resort, explains: “We take more than 9,000 incoming calls every single week for bookings and enquiries. Collaboration between operational staff right across the Resort and beyond is enabled by more than 100 mobile phones.”

In fact the organisation is served by 60 incoming and outgoing telephone lines as well as the 100 mobile phones, plus some 60 telephone and broadband lines installed in staff houses around Newport. Clive Morgan continues: “With our previous suppliers, management and control of our telephone facilities and their costs was extremely difficult. There were hundreds of separate bills every month, which made it impossible to spot misuse.” Another dimension to the problem was that Celtic Manor was by no means sure that it was getting the right deal in terms of the discounts that might be possible across its large fixed and mobile telecommunications estate.

Offices worldwide

¹ Annual minimum call spend and Reconciliation fees apply. Set up fees apply. Fair use policy applies. New BT Business Plan 12 or 24 month contract required. Available with all BT Mobile tariffs except BT Mobile Direct and BT Talk Time. Conditions apply
² Applies to 01 & 02 numbers excluding the Channel Islands.

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BT solution

Celtic Manor discussed the problems with BT who responded with the BT Business Plan with Mobile service package – part of the BT Business One Plan family. Unifying fixed and mobile call expenditure onto a single bill, BT Business Plan with Mobile¹ provides reduced call rates for organisations that commit to spending over £5,000 on fixed and mobile calls annually. As long as agreed call spend thresholds are met the scheme also provides a one-off annual credit equating to five per cent of call expenditure each year.

BT is also providing The Celtic Manor Resort with a mobile one-stop-shop. As well as mobile billing, BT deals with all service provision and enquiries seamlessly; and Celtic Manor is making savings on mobile call costs into the bargain. Russell Phillips, Vice President, Facilities and Development at The Celtic Manor Resort, explains: “The main factors that contributed to our choice to go with BT were the cost effectiveness of the BT Business Plan with Mobile package, the 24*7 support offered, and the reliability of the services that we'd historically received from BT.”

But BT helped Celtic Manor to think outside the box as well. The ubiquity of mobile phones means that hotels have seen massive reductions in revenue from calls made from room telephones. BT Business Plan with Mobile includes capped landline call rates: for example, 10p for up to a one-hour UK² call and 20p for up to a one-hour call to many European countries. So, at BT's suggestion, Celtic Manor decided to offer free calls as part of particular room packages. Russell Phillips says: “That idea is believed to be unique to The Celtic Manor Resort and has proved to be highly profitable and a great differentiator for us.”

Results

An intrinsic part of the offer is analytical tools such as BT Billing Analyst and BT OneBill Plus. With OneBillPlus, a single consolidated monthly bill is provided to Celtic Manor on CD-ROM. Using Billing Analyst software, BT also provides a monthly report showing trends in the Resort's communications spend that highlights hotspots such as possible phone misuse and areas where network spend is thought too high. BT has provided a consultant to work with The Celtic Manor Resort for three months in order to help to realise the savings.

Main BT products and services

- BT Business Plan with Mobile – part of the BT Business One Plan family
- BT OneBillPlus
- BT Billing Analyst
- BT Network Services
- BT Mobile

Clive Morgan says: “Examples of areas that have already been identified are excessive text messaging and calls via expensive directory enquiry services, plus we are much more easily able to allocate our telecommunications charges against individual cost centres.” Predicted savings of 24 per cent are thought to be possible, based upon analysis of historic bills. That figure includes up to eight per cent through more effective management of the communications estate. Russell Phillips adds: “Aside from those savings, when telephone usage increases – as it has recently – we have the confidence that we are getting the right deal.”

That increased phone traffic is in part due to the recent focus of attention on The Celtic Manor Resort as the next European venue for the Ryder Cup in 2010. That event provides a great example of BT's proactive approach. Some 2,000 media lines will be required, and BT has already walked the course to plan the communication links. In addition, senior BT engineers were introduced to discuss the benefits that BT's 21st Century Network will bring in that timeframe.

Russell Phillips concludes: “We're very confident that BT was the right choice. We have had great support and we are looking at a quantum leap in the media technology that we'll be able to use at the time of the Ryder Cup event.”