

IP telephony for SMEs

Smooth transition to All IP at Aqua-Spa-Resorts AG

Around the world, the switch is being made from conventional landline telephony to the Internet Protocol (IP) – and this is also happening in Switzerland. Aqua-Spa-Resorts AG has chosen a forward-looking solution for the networking of its seven sites, and has assigned the task of maintaining the whole communications infrastructure to its service partner. This allows Aqua-Spa-Resorts AG to concentrate on its core business: providing a beneficial and relaxing spa experience – which starts right from the reservation made by phone.



Aqua-Spa-Resorts SA Terme & Spa in Locarno: sunny views and pure relaxation in the natural brine pool.

The convergence of telephone, Internet and TV in IP technology sets the foundation for the further digitalisation of our country as a business location. The first regions in Switzerland will be fully converted to IP in early 2018. So it is high time for SMEs to decide on a suitable IP-based communication and network solution, if they haven't already done so.

Change to IP without needing investments and without technology risk

In this age of digitalisation, the telephone still remains an important component in the provision of services for Aqua-Spa-Resorts AG, which operates six spa centres across Switzerland, especially for reservations, special requests and enquiries. The important factors here are availability and short waiting times. By switching over to modern IP telephony, Aqua-Spa-Resorts AG has been able to link up its telephone systems at seven locations which were previously separate from each other. To achieve this, the company has decided to completely outsource its communications infrastructure.

Today, Aqua-Spa-Resorts AG uses a central telephone system (private branch exchange) with end devices for voice and data communication, and pays a budgeted, fixed monthly fee for this service. This solution secures the company a large range of benefits: The communications infrastructure is always kept up to the latest state of the technology, and it is flexible when it comes to expansion, for example when adding new workplaces or a new location. What is more, now there is just one service partner administering all the sites. This reduces the complexity and allows for greater transparency. In contrast to the previous approach, with this solution, the customer does not bear the technology risk. Aqua-Spa-Resorts AG simply "leases" the telephone hardware, while Swisscom maintains it and upgrades it as needed. Not only does the SME not have to bear the cost of upgrades to the equipment, it also avoids the investment costs and the amortisation of the system.

Smooth flow of communication between all the branches

Thanks to careful planning and analysis, all the sites were converted to IP step by step in a single day. Since the networking, the internal communication and collaboration are running more efficiently. Uwe Gulde, Director of Technology and Bath Facilities at Aqua-Spa-Resorts AG, puts it this way: "I am often on the move. Now I can be reached at any location and I always have my workplace wherever I am. The encrypted data connection means I can access the building management and control the ventilation and heating of the systems even when I am out travelling."

Changeover to IP network is done region by region



Good to know: From the start of 2018, all customer connections in the various regions of Switzerland will be switched completely to IP. This means the decommissioning of the old infrastructure can proceed in those areas.

More information at www.swisscom.ch/ip



Aqua-Spa-Resorts AG Thermalbad & Spa in Zurich: a reinterpretation of Roman bath culture – within the walls of the former Hürlimann brewery.

Service on call

Thanks to the centrally controlled telephone exchange, the customers can place their requests for all of the spa centres. A specially configured routing system controls the important basic information such as choice of language and opening times. By preselecting a number, the customer quickly gets through to the desired service. Via a special number, callers can, for example, directly book the massage they want, buy a voucher or get personal advice from a member of service staff.

Aqua-Spa-Resorts AG



"Thanks to the switch to IP technology, we gain resources which our staff can fully invest in customer service."

Christian Klein, CEO of Aqua-Spa-Resorts AG

By constructing and operating six spa centres in Switzerland, Aqua-Spa-Resorts AG has created sustainable worlds of experience which invite people to take a break and recharge their batteries. Here the top priority is an environmentally friendly use of resources. The company is dedicated to a full use of renewable energies. Some 400 staff are employed in the branches in Bern, Schönbühl, Samedan, Zurich, Rigi Kaltbad and Locarno and the headquarters in Sursee.

www.aqua-spa-resorts.ch