

case study



Hotel Operator Books Savings and Better Service with XOptions® Flex

The Blue Dolphin

The Blue Dolphin hotel is located in the heart of the Fort Lauderdale, Florida scene – near the beach, bars, and shopping. Described as an “intimate hotel with a European flair,” the 17-room hotel caters to Gay male travelers from all over the world, and offers many popular amenities, including free Internet and phone service.

The Challenge

Reduce and simplify telecommunications bills while providing free Internet, local, and long distance services to guests

Clint Gordon, manager of The Blue Dolphin, was faced with rising telephone bills every month. That was before the days of free broadband wireless Internet access, when customers were using dial-up connections from their laptops, and the charges for all these local and long distance calls were being paid for by the hotel.

“Because our business was growing, our phone bills kept increasing,” said Gordon. “We didn’t know how much to budget for phone service every month. Plus, with only six lines coming in, sometimes guests would get busy signals when they tried to dial out.”

Although their previous carrier benefited from The Blue Dolphin’s increased phone usage, the hotel received no improvement in the quality of customer service. Gordon said that if he had a question or problem with phone service, it might take three to four days to get a response. And, when he started asking about a solution to his hotel’s increasing phone costs, the carrier was unresponsive.

The Solution

XOptions® Flex, an integrated voice and data solution, using Internet protocol backed by a responsive service team from XO Communications

XO® offered Gordon an XOptions Flex solution that included both phone and Internet service for The Blue Dolphin, an ideal solution for the hotel’s communications needs. Gordon contracted for a package that included a single T1 line offering seven phone lines, an incoming toll-free number, and an Internet connection.



highlights

Customer Challenge

- Reduce growing monthly local, long distance, and Internet costs
- Find a single provider for both phone and Internet service
- Team up with a more responsive service provider

XO® Solution

- XOptions® Flex, an integrated voice and data solution using Internet protocol, which reduced monthly telecommunications bills by \$100 per month
- Bundled local, long distance, incoming toll-free, and Internet access on a single T1 line
- Responsive customer service from the XO team, resulting in a stronger and more satisfying business relationship



Key features of XOptions Flex include:

- A single, monthly flat rate* covering all local, long distance, and data services
- Dynamic Bandwidth Allocation, which automatically increases data bandwidth when phone lines are idle
- Reliability and security of the XO national IP network and softswitch technology

"I've had an excellent overall experience switching to XO," said Gordon. "We're opening a new 240-room hotel, and we're definitely going to use XO again."

The Results

Single Provider

The Blue Dolphin consolidated phone and Internet service with a single provider, which led to simplified, easier-to-understand billing.

Easier Budgeting

With a monthly flat rate* for local, long distance, incoming toll-free, and Internet service, Gordon knew exactly what the hotel's telecommunications bill would be each month.

Monthly Cost Savings

Gordon said that by switching to XO, The Blue Dolphin's monthly phone and Internet bills decreased from \$700 per month to about \$600 per month. "Plus, we got an additional phone line, which eliminated busy signals during peak demand," said Gordon.

Excellent Customer Service

Gordon has been very impressed with the response from the XO service team. "When I made the switch to XO," said Gordon, "XO recommended technical support companies to change my modem and lines. XO worked with the companies directly, so I didn't have to, which allowed me to spend more time doing what I do best – managing my business."

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CLINT GORDON

Manager
The Blue Dolphin
www.bluedolphinhotel.com

About XO Communications

XO Communications is a leading provider of telecommunications services exclusively to businesses. XO services include local and long distance voice, dedicated Internet access, private networking, data transport, and Web hosting services as well as bundled voice and Internet solutions. XO is a proven leader in IP services, including the award-winning Voice over Internet Protocol (VoIP) services bundle, XOptions® Flex. For carriers and service providers, XO offers a full suite of wholesale services. XO provides these services over an advanced, national facilities-based IP network and serves more than 70 metropolitan markets across the United States.

For more information, visit www.xo.com or call 1.866.963.9696.

* Flat rates vary by market, limits apply.