



NETSTAR TELEPHONY SOLUTION PROVIDES UNIQUE GUEST EXPERIENCE FOR CROWN HOTELS

“Sydney, AUSTRALIA 25 November 2009” NetStar Australia today announced a multi-million dollar, multi-year project commissioned by Crown Melbourne Limited to deploy a bespoke communications solution that delivers outstanding customer service through the innovative use of telephony technology.

The multi-stage project will see NetStar deploy a single unified communications system, including 7,500 Cisco handsets, across the entire Crown complex including the award winning Crown Towers and Crown Promenade hotels, along with Crown Metropol (set to open mid-2010).

The initial stage of the project has been completed, and has encompassed the deployment of 2,100 IP phones and messaging to Crown Towers and Crown administration staff. It also includes the deployment of a new, unified contact centre on a highly available, resilient and secure architecture, integrated with multiple Cisco technologies. The new contact centre will be able to process customer reservations and requests more efficiently by tracking each customer case and reporting on how long the request took to be actioned and closed.

The Cisco handsets installed in Crown’s hotel suites deliver guest service applications such as room service, housekeeping, local weather, local attractions and entertainment, via a touch screen handset, in the guest’s preferred language. The technology will transform each guest room into its own service centre, offering customers interactive and up-to-the-minute information on the hotel and the local area.

In addition to the handset rollout, NetStar has implemented Cisco Unified Communications Contact Centre Express for the Crown Customer Contact Centre and Hotel Reservations Departments. Now, when agents receive a call, they can immediately see the guest’s name, their requested service and the guest’s preferred language, as well as a one-click staff directory on the same screen for fast transfer.

This solution also provides functionality for reporting call statistics and shows real-time data on how customers are being served. Each time a customer contacts the centre a new case will be opened with the new system.

It will also manage the complex workflows and interfacing of multiple systems, such as property management systems and has an enhanced fax distribution and routing system within the contact centre. With the new system, customers will be served more efficiently, with reservation and request processing streamlined and tracked against Key Performance Indicators.

Oliver Descoedres, Marketing Director for NetStar Australia said, “This is a significant win for NetStar and we are thrilled to be working closely with Crown on its exciting redevelopment. NetStar has once again demonstrated its ability to design, build and maintain a complex unified communications solution that delivers seamless integration with an existing system, while capitalising on cost effectiveness.”

Crown’s Executive General Manager - Management Information Systems, Ric Lamb, said “Crown was looking for a partner who understood our business needs and who could meet the challenge of integrating the new system with the existing PABX system during our period of reconstruction.

“NetStar delivered on this promise, combining experience with attention to detail to build a robust solution that delivered the required functionality securely. Crown has built a successful business based on outstanding customer service, and will continue to offer our guests the latest in technology services, from the initial booking phase, right through to their stay in our rooms with the new communications solution.”

All stages of the project are expected to be completed by 2011.

About Crown Entertainment Complex Covering 510,000 square metres (the equivalent of two city blocks), Melbourne’s premier entertainment complex is recognised as one of the largest and most diverse in the Southern Hemisphere. Crown’s integrated facilities feature Crown Casino, with 350 tables and 2500 gaming machines; Crown Towers, Crown Promenade and Crown Metropol (open mid-2010) hotels; the Palladium, which is Australia’s largest ballroom; more than 50 restaurants and bars; an extensive collection of international designer boutiques, 14 cinemas, two nightclubs, a live entertainment theatre and Crown’s Capital Golf Club, designed by British Open champion Peter Thomson. Built at a cost of \$2 billion in 1997, Crown is one of Victoria’s leading tourism icons attracting over 16 million visitors each year, 12% from overseas, 20% from interstate.

About NetStar NetStar provides lifecycle IP networking solutions. With extensive expertise in deploying and supporting secure, converged networks NetStar enables companies to improve productivity and reduce support costs. In particular, NetStar offers market-leading network management offerings across voice, data and security infrastructures. NetStar’s unique Software as a Service approach to network management enables customers to reduce infrastructure support costs by 20-50%.

NetStar is a Cisco Gold partner and focuses on integrating and supporting Cisco Advanced technologies. NetStar has delivered solutions to more than 800 enterprise and government customers since 1995, and manages over 300 customers globally through our Global NetCentre (network support centre). Customers include Energy Australia, Swinburne University, Tyco and Wesfarmers.

See www.netstarnetworks.com.au for more information.

Media contact: Rachel York Max Australia +61 2 9954 3492 rachel.york@maxaustralia.com.au