



Aragon Ballroom, Inc.

Built in 1926, the Aragon quickly became Chicago's premiere place for live entertainment. Its unique architecture, design, and ambiance have made it the ideal setting for many events such as concerts, world-class boxing, wrestling matches, movie and video productions, television programs, dances, corporate events, and large private parties. The venue can be arranged to accommodate events from 700 to 4,500 people. For more information, visit www.aragon.com.

Challenge

Aragon desperately needed to upgrade or replace its existing Panasonic key system. While the system had served them well in the past, it could no longer keep up with the growing demands of the company. The company has three businesses that are located in the same building and use the same communications system. The only way the existing system could accommodate the three companies was to have multiple telephones on the receptionist's desk, one for each company. The receptionist had to juggle all three telephones and make sure she had the correct greeting for each caller and then pass the call to the correct person while informing them which business this call was for. If the caller reached voice mail they were greeted with a generic greeting since the system could not be customized to reflect the individual companies. Aragon needed a new system, which would allow customers to quickly reach the right person at the right company. They also needed an automated way to give callers information about the activities taking place at the Aragon. Since the Aragon has many activities going on at once, the ability to administer the system on site was a key requirement. The system needed to be very flexible and easy to use.

Solution

Aragon chose an Avaya intelligent communications system with the agility it was seeking. Avaya BusinessPartner Liberty Communications in Chicago recommended, designed and installed the following:

Applications and Services	
<ul style="list-style-type: none"> • Avaya IP Office – IP406 • Avaya Voicemail Pro 	<ul style="list-style-type: none"> • Avaya Phone Manager Pro

Results

- **Enhanced customer experience** by streamlining the time spent getting the right person and the correct information.
- **Improved customer communication** by providing automated information for events, directions and ticketing information. The caller can opt for information in Spanish or English.
- **Increased staff productivity** by providing the receptionist an efficient way to manage telephone calls for the three different companies.

For more customers leveraging intelligent communications for a competitive advantage, go to avaya.com and click on "Hot Topics" and select "ICONS."

