

CUSTOMER  
BRIEF

## Foxwoods Resort Casino



**DuVoice**

  
**NUANCE**

Foxwoods Resort Casino (Foxwoods) in Mashantucket, Conn. is the largest casino in the world, covering 4.7 million square feet with over 340,000 square feet dedicated to gaming. Foxwoods features six casinos, business conference facilities, multiple entertainment venues, more than 35 food and beverage outlets and a wide variety of retail establishments. For more information about Foxwoods, visit [www.foxwoods.com](http://www.foxwoods.com). An exciting new addition, the MGM Grand at Foxwoods offers guests the utmost in luxurious accommodations. For more information about the MGM Grand at Foxwoods, visit [www.mgmatfoxwoods.com](http://www.mgmatfoxwoods.com).

### Challenge

Foxwoods, with its expansive complex, hosts an average of 40,000 guests each day. With an eye on simplification and cost containment, Foxwoods decided to consolidate its seven Avaya systems, resulting in an intelligent communications network served by two Avaya servers, multiple gateways and a mix of digital-based and IP phones. This consolidated environment gives Foxwoods a taste of Avaya IP telephony-based benefits, while protecting its investment in digital-based communications.

At the same time, Foxwoods' entry into a strategic alliance with MGM Mirage included the development of an MGM Grand at Foxwoods. The new casino and hotel, slated to provide its guests with the finest in accommodations and service, offered Foxwoods the perfect opportunity to implement advanced communications and services using IP telephony technology. Both Avaya, the incumbent provider of 14 years, and Cisco Systems were seriously considered.

### Solution

Foxwoods chose Avaya for several reasons. A major selection criterion centered on providing each guest with a memorable Foxwoods experience. With this in mind, the Avaya professional services organization developed a custom software application for the IP phones in the hotel's guest rooms.

*"Our IP phone gives our guest an easy way to navigate and select various services; and the guest's name scrolling across the top of the phone—that is a real crowd pleaser. Our guests feel special, which is exactly our goal."* explains Janet Johnson, Senior Telecommunications Engineer.

Another requirement mandated that the new system seamlessly integrate with Foxwoods' current applications and communications infrastructure.

*"When planning the technology infrastructure for our new property, our top priority was to design a converged IP network to take advantage of VoIP and the efficiencies gained from supporting a single network. Avaya and our Avaya partner proposed an IP Telephony solution that would enhance the hotel guest experience at our new property while leveraging our current Avaya applications and telephony infrastructure at our existing property. They also developed a migration strategy that clearly illustrated a phased migration plan that could be implemented over time and at our pace,"* says Dave Blodgett, Director, Engineering Services.

Foxwoods wanted a clear plan for migration of its entire communications infrastructure from primarily TDM-based to all IP telephony-based. Avaya consultants along with an Avaya partner delivered a 12-phase migration strategy and plan, to include Visio-generated process charts that clearly illustrated how the existing Foxwoods communications infrastructure could be migrated over time. Today, Foxwoods has implemented a complete IP communications solution for the MGM Grand at Foxwoods, and its Eagle Park location. A migration to IP communications for its total complex is planned.



Foxwoods also relies on multiple Avaya applications to ensure its guest services are always top-notch. The Avaya-powered contact center is comprised of approximately 300 Foxwoods agents who provide all reservation and guest support services. Avaya Modular Messaging delivers voice mail services for employees while Avaya DeveloperConnection partner, DuVoice provides Foxwoods wake-up service as well as messaging for hotel guests. The Nuance speech-enabled auto attendant (SpeechAttendant) provides internal callers with a quick and easy option for directing their calls to other employees. This frees up valuable time for Foxwoods attendants to handle customer calls. Foxwoods' player development staff, IT team, executives and managers rely on the Avaya Extension to Cellular application to allow valued guests to reach them wherever they happen to be on the property. Avaya services professionals provided the critical services for implementing and integrating these value-added applications.

With its high-stakes customer service approach, Foxwoods doesn't leave ongoing support to chance. Avaya gives Foxwoods peace-of-mind with Avaya Software Support along with Avaya Hardware Maintenance for proactive and preventive alarming. Troubles are remotely resolved 97 percent of the time via the power of the Avaya EXPERT Systems<sup>SM</sup> Diagnostic Tools coupled with skilled Avaya engineers who provide further remote analysis and support, when needed. Avaya also provides Foxwoods with software upgrade protection, helping it take advantage of innovations when released.

*"Having Avaya EXPERT Systems is a real relief for me," explains Johnson. "When I leave work, I know our systems are being monitored. Sometimes, I will get a call from Avaya saying they took care of an issue. It is well worth it."*

By using innovative communications, Foxwoods now has the edge it needs to win over guests every time.

**Applications and Services**

- Avaya Communication Manager
- Avaya S8700 Servers
- Avaya Call Management System
- Avaya Modular Messaging with Avaya Message Store
- Avaya Meet-Me Conferencing
- Avaya IP Agent
- Avaya Extension to Cellular
- Verint Workforce Management
- DuVoice Messaging
- Nuance SpeechAttendant
- Verint Call Recording
- Avaya IP Softphones
- Avaya 9600 Series IP Telephones
- Avaya 4600 Series IP Telephones
- Avaya Global Services
  - Avaya Professional Services
  - Avaya Custom Application Development
  - Avaya Upgrade Protection Plan
  - Avaya Hardware Maintenance
  - Avaya EXPERT Systems<sup>SM</sup> Diagnostic Tools

## Results

- **Enhanced guest services.** The Avaya team developed a custom software application for IP phones, allowing Foxwoods to promote its superior services directly in guests' rooms. Avaya Software Support and EXPERT Systems<sup>SM</sup> Diagnostic Tools provide proactive monitoring and remote trouble resolution for peace-of-mind knowing that valuable communications services are available for guests.
- **Lower total cost of ownership.** Thanks to Avaya planning expertise, Foxwoods has a detailed 12-phase plan to guide its short- and long-term migration steps. The Avaya Upgrade Protection Plan helps Foxwoods avoid the concerns of budgeting for major software releases and enables it to future-proof its Avaya communications applications.
- **Increased productivity.** Avaya management applications provide Foxwoods with the needed tools to easily and effectively manage its consolidated communications infrastructure. Backed by Avaya, Foxwoods' IT team now has more time to focus on guest-impacting applications, changing its perception within the company.

For more information on how Avaya Intelligent Communications can take your enterprise from where it is today to where it needs to be, contact your Avaya Client Executive or member of the Avaya BusinessPartner Program, or visit "Do Your Research" at [www.avaya.com](http://www.avaya.com).

**“Avaya services considered what we were trying to accomplish and then provided us with the path to get there, exceeding our expectations along the way. They took our requirements and made them reality.”**

— Janet Johnson, Senior Telecommunications Engineer