

Customer Profile

- Tucked away on 45 acres of lush gardens and olive groves near San Diego, California, Rancho Valencia Resort & Spa has garnered a reputation as one of the West's most sought-after luxury resorts. It made Condé Nast Traveler's 2013 Hot list and was ranked as the #7 resort in the country and #1 resort in California by U.S. News & World Report (2012).

ranchovalencia.com

- Problem:**
Upholding its reputation as one of the most well-appointed resorts in the country, Rancho Valencia undertook a 9-month, \$30 million renovation in 2012. This included redoing its 49 luxurious guest casitas and other amenities. In conjunction, the owners also wanted to upgrade the resort's traditional, digital phone system to a VoIP solution that would also meet their aesthetic standards of understated elegance.

- Solution:**
VTech hotel phones allowed Rancho Valencia to enhance communications throughout the lavish property, minimize installation costs and still maintain an air of sophistication in its guest villas.

- System Profile:**
 - 55 CTM-S2421 Matte Black 2-Line SIP Cordless Phones
 - 55 S2320 Matte Black 2-Line SIP Accessory TrimStyle Phones
 - 55 S2220 Matte Black 2-Line SIP Corded Phones



Premier California resort, Rancho Valencia, upgrades to VTech hotel phones

Providing five-star service and accommodations is an undertaking that requires attention to every detail—from bed-linen thread counts to bath products. Guest room phones are no exception. For Rancho Valencia that meant finding a VoIP system full of leading-edge features that would also complement the resort's newly renovated five-star interiors.

The answer: VTech hotel phones.

Renovating for the future



When an investment group purchased Rancho Valencia in May 2010, they had a vision to elevate the beloved resort to an even higher level of hospitality and grace. That meant renewing everything, from the logo and landscaping to the hand-painted tiles and custom furnishings in its 49 guest casitas.

"We wanted it to be a destination within a destination," said Nicole Sharp, director of marketing. "There would be no need to leave the resort if you didn't want to. The renovation focused on creating amenities to support that."

The facelift also included overhauling the property's traditional, digital phone system. The owners had settled on VoIP technology, but also wanted to ensure the solution had the right balance of features and design.

"VoIP is considered the technology route for future growth," said Jason Schlaremann, director of information systems. "For us, it was about all the capabilities it could offer in the next five-ten years—features that couldn't be integrated into an analog phone system."

In addition, the owners were adamant that the phones complement the extensive room renovations. "The VTech phones are very sleek and modern looking, yet they don't draw too much attention to themselves," explained Schlaremann. "That was important."

Meeting five-star standards

In the world of hospitality, star ratings can help drive occupancy rates and revenue management. Five-star properties offer the highest levels of service and comfort, in addition to luxurious amenities and furnishings. For Rancho Valencia, that's meant addressing every detail, including the guest room phones.

Each casita now has three VTech SIP phones—one corded and cordless phone in the living area and one TrimStyle phone in the bathroom. "Rancho Valencia's casitas are large," said Schlaremann. "At up to 1,300 square feet, I believe we have the largest room space in the U.S. For that reason, it was important that we could offer cordless options to our guests."



The VTech corded phones are located bedside. "We wanted to have all the phone features on the nightstand, while keeping things organized and orderly," explained Schlaremann. "The pre-programmed speed dials made that possible and also met five-star standards."

Finally, the property installed bathroom phones that pair with the cordless base stations on the desks. This has allowed them to ensure their guests can keep in touch and call for help even in the bathrooms, while the resort saves costs by only paying for one SIP license.

VTech Hotel Phones

Founded in 1976, VTech is the world's leading manufacturer of corded and cordless telephones for the hospitality, business and residential markets.

VTech Hospitality leverages the Group's more than 35 years of experience and expertise in consumer telephony to develop innovative communication solutions customized specifically for the hospitality industry. The company recognizes that the phone is an important communication touch point between the guest and hotel staff—impacting the guest experience and the hotel's brand value. To that end, VTech is committed to offering hotels reliable phones with innovative features and fresh, modern styles to enhance the aesthetic appeal and comfort of their guest rooms.



CTM-S2421
2-Line SIP Cordless Phone

S2320
2-Line SIP Accessory TrimStyle Phone

For more information, please visit vtechhotelpohones.com.