

CASE STUDY: THE BAYVIEW COLLECTION

How the Bay View Collection Modernized Hotel Communications
& Reduced Costs with **Think Simplicity**



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THE SMARTER HOTEL COMMUNICATION SOLUTION

Think Simplicity is a trusted leader in **cloud-based communication** solutions for the **hospitality industry since 2008**. We provide *cost-effective, reliable, and scalable* technology to help hotels streamline daily operations, improve guest experiences, and **future-proof their businesses**.

WHY HOTELS LOVE US

- ✓ **Secure Cloud-Based Phone System**
Eliminates reliance on on-premise equipment, lowering maintenance costs & simplifying operations
- ✓ **Seamless PMS Integration**
Syncs directly with Cloudbeds and other PMS platforms.
- ✓ **Built for Scalability**
Whether it's a single hotel or a growing portfolio, our system adapts as you expand.
- ✓ **Multi-Property Connectivity**
Manage calls and communication across multiple locations from a single dashboard.
- ✓ **Proven Reliability**
A track record of 24/7 uptime and world-class customer support.
- ✓ **Real Time Call Forwarding**
Route calls efficiently between departments or properties.
- ✓ **Intuitive Management Portal**
Easily update settings, extensions, and call flows from any device.



CHALLENGES WITH AN OUTDATED PHONE SYSTEM

Before implementing **Think Simplicity**, The Bay View Collection relied on a *traditional Mitel hotel console*, which presented several operational and financial obstacles:

- ⚠️ **Unreliability & Frequent Technical Issues** – The outdated system was dependent on **on-premise server equipment**, leading to frequent disruptions, requiring costly technical support that lacked responsiveness. **Limited PMS**
- ⚠️ **Integration** – PMS integration was **complicated, outdated, and ineffective**, leading to communication inefficiencies.
- ⚠️ **Guest Experience Challenges** – Frequent **issues dialing out**, particularly for long-distance calls, requiring constant troubleshooting and even server resets. Additionally, the **front desk console lacked caller ID**, making it difficult for staff to manage guest interactions efficiently.
- ❗ **Hidden & Fragmented Costs** – The hotel had to maintain separate contracts for **equipment servicing, dial-tone providers, and toll-free calling**, with unpredictable rates and fees.

WHY THE BAY VIEW COLLECTION CHOSE THINK SIMPLICITY

Recognizing the need for a modern, **cost-effective, cloud-based solution**, The Bay View Collection sought a provider that could seamlessly integrate with their **new PMS, Cloudbeds**, the intelligent solution powering the hospitality of tomorrow, while eliminating their reliance on aging on-premise equipment. Their key priorities included:

- ✓ **FULL PMS INTEGRATION**
- ✓ **EASE OF USE** WITH AN INTUITIVE BACKEND SYSTEM
- ✓ **MINIMAL ON-PREMISE EQUIPMENT** TO REDUCE MAINTENANCE COSTS
- ✓ **EXCELLENT TECHNICAL SUPPORT** FOR ONGOING SERVICE RELIABILITY
- ✓ **COST-EFFECTIVENESS** WITHOUT HIDDEN FEES



While there was initial concern over potential downtime during the transition, **Think Simplicity's** cost-effective proposal, **seamless Cloudbeds integration**, and **outstanding customer support** convinced The Bay View Collection to move forward.



A MULTI-PROPERTY COMMUNICATION UPGRADE

Think Simplicity provided a **cloud-based** communication system *tailored* to The Bay View Collection's needs. Key improvements included:

- ✓ **Seamless Cloudbeds PMS Integration** – Staff can update housekeeping statuses from room phones, **reducing manual work**.
- ✓ **Remote-Friendly, Cloud-Based System** – Eliminates on-premise equipment, **reducing maintenance and failures**.
- ✓ **User-Friendly Interface** – Staff can **easily modify settings** like call forwarding through an intuitive online portal.

- ✓ **Caller ID with Guest Name Display** – Helps staff **recognize and prioritize** guest calls.
- ✓ **Transparent Pricing & Cost Reduction** – A single, predictable cost structure with ***no separate contracts or hidden fees***.
- ✓ **Multi-Property Communication Efficiency** – Enables seamless call forwarding, **keeps processes consistent**, and optimizes staffing.

SEAMLESS IMPLEMENTATION & EXCEPTIONAL SUPPORT

Transitioning to **Think Simplicity** was one of the smoothest technology implementations The Bay View Collection had experienced.

- ✓ The **onsite technician** was **knowledgeable and efficient**, ensuring a seamless transition.
- ✓ Subsequent installations were **performed remotely**, with the hotel's IT team handling implementation under Think Simplicity's guidance.
- ✓ Remote support from **Think Simplicity** was described as “**the best in any industry**”, offering **quick troubleshooting and highly responsive assistance**.



Thanks to the intuitive interface and reliability, staff adapted quickly and experienced **minimal to no learning curve.**

MEASURABLE COST SAVINGS & OPERATIONAL IMPROVEMENTS



Since implementing **Think Simplicity**, The Bay View Collection has experienced:

- ✓ **Improved Staff Efficiency**
PMS integration adds guest name display, call accounting and allows staff to update room statuses from room phones, *streamlining operations*.
- ✓ **No More System Disruptions**

20%

Reduction in Phone System Costs, with **significant savings** on long-distance, local, and toll-free calling fees



SCALABILITY FOR GROWTH

As The Bay View Collection expands, **Think Simplicity's** cloud-based system ensures smooth scaling, connecting multiple properties under **one streamlined platform**.

- ✓ **Seamless Call Management**
call forwarding between properties is now effortless.

Since switching the hotel has received no complaints from staff, reinforcing its **smooth and problem-free operation**.

WHAT THE BAY VIEW COLLECTION SAYS

“ **One of the best experiences we’ve had** implementing any new technology. The onsite tech was **highly knowledgeable**, and the dedicated support tech has been outstanding. He is super responsive, highly capable, and **can easily troubleshoot and implement all our modifications** and requests.

The system itself is intuitive, reliable, and has **significantly reduced our costs.** ”

— Matthew Levin, Director of Hotels



FUTURE-PROOFING HOSPITALITY COMMUNICATIONS



Now that The Bay View Collection has fully transitioned to **Think Simplicity**, they continue to value the exceptional tech support, reliability, and cost savings.

As a multi-property operation, **Think Simplicity's** ability to connect teams across locations, maintain consistency in processes, and provide scalability as they grow has made it a future-proof solution.

Would they recommend **Think Simplicity** to other hotels?

ABSOLUTELY

TRANSFORM YOUR HOTEL COMMUNICATIONS TODAY



Cost effective



Secure cloud-based system



Seamless PMS integration



Unmatched support

The Bay View Collection's experience highlights the power of **Think Simplicity's** cloud-based PBX solution to improve operational efficiency, enhance guest service, and reduce costs.

If your hotel is looking for a seamless PMS integration, cost effective phone system and phone services, and unparalleled support, it's time to explore **Think Simplicity**.

Interested in learning more?
SCHEDULE A CONSULTATION TODAY!

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