



## CUSTOMER SUCCESS STORY

# Peak of productivity at Copper Mountain Resort

Central reservations uses Polycom® VVX® Phones, PureCloud Engage for stellar customer service

### Industry

- Hospitality

### At a glance

- Reduction in background noise
- Increased audio clarity
- Scalability to accommodate growth
- Decrease in costs

### Product

- Polycom® VVX® 300 Business Media Phones

### Partners

- Interactive Intelligence
- Plantronics



At Copper Mountain Resort, located about 75 miles west of Denver in the heart of the Rocky Mountains, thousands of visitors per year converge on the ski area composed of three villages, each possessing their own distinctive character. This popular vacation destination has 2,490 acres of in-bounds terrain under lease from The US Forest Service, White River National Forest, and Dillon Ranger District. Whether visitors are there for the U.S. Grand Prix or to sip a brew at the Copper Mountain Cider Circus in summer, plans are constantly being made at this epicenter of fun.

### Central reservations: where the real action happens

On the outside, the scene is a flurry of adventure. On the inside, phones are ringing off the proverbial hook. The Central Reservations' call center spans three large rooms that occupy an upstairs and downstairs. Agents sit in individual cubicles with low walls, close enough in proximity that the ringing of their neighbors' phone sounds like their own phone ringing. Approximately 20 agents process calls to make dreams of mountain adventures come true. Agents stay busy booking lodging, season passes, rental equipment, and lessons. It's not just skiing—guests book rides on zip lines, a tubing hill, and Woodward Barn sessions for children of all ages. Routing transfers, answering questions about the resort, and providing support for customers purchasing lift tickets are all part of a day's work for Copper Mountain Central Reservation Vacation Specialists.



“With Polycom Acoustic Fence technology, background noises are virtually inaudible to the caller. We have the best of both worlds—we get to enjoy our casual culture while presenting a professional image to our customers.”

Chris Costa, Central Reservations Manager, Copper Mountain Resort

### **Making the switch: an avalanche of features, a drop in costs**

When the traditional phone setup became too cumbersome and expensive to maintain, IT and the Call Center began searching for a solution that would move the phone system to the cloud—no chair lift ride required. Christen Costa, Central Reservations Manager, led the transition from NEC phones and Global Navigator to Interactive Intelligence’s omnichannel customer engagement cloud solution PureCloud Engage<sup>SM</sup>, supported by Avtex and outfitted with Polycom® VVX® 300 business media phones. Costa transitioned to hosted VoIP because the new setup offered improved features for user input and access, functionality for real-time and dynamic reporting, and scalable operating costs.

Though Copper Mountain has a resident IT staff, the system was simple enough to deploy without much IT assistance, aside from network configuration. Costa implemented the system in five days, and continues to administer and manage the system with ease through a simple web interface. With hosted VoIP, Copper Mountain doesn’t need to manage phones, data lines and physical boxes on the premises—it’s all in the cloud.

“We built PureCloud Engage to help businesses like Copper Mountain Resort transform the way they engage their customers using technology that lets them easily, costeffectively and securely interact however they want, whenever they want,” says Robert Ritchy, vice president of PureCloud development for Interactive Intelligence. “Copper Mountain benefits from a reliable and scalable cloud solution that was up and running in days, is easy-to-use and continuously delivers innovative features on a monthly subscription plan—ultimately providing a truly low-risk, high-value proposition.”

### **Integration and usability: the makings of a vacation**

Agents toggle between a variety of software programs to achieve different objectives: Property management system Visual One; ski and attraction management software by Resort Technology Partners; and Inntopia, in which third-party

companies load their products and availability for Copper Mountain to package and build a complete vacation including transportation from Denver International Airport. PureCloud Engage and Polycom phones—operating on SIP—are a part of the mix, with plans in the near future to integrate with the other applications.

### **Security: safeguarding customer information**

In today’s digital landscape where cyberattacks are a pervasive threat, call centers using cloud-based services have a deep responsibility to protect sensitive data like guests’ credit card numbers. Like most call centers in which, “This call may be recorded for quality purposes,” Copper Mountain’s calls are recorded but are backed by the highest level of security as certified by SSAE 16 Type II standards.

### **Scalability: for the ebb and flow of voice traffic**

Predictably, the number of calls spike in advance of opening day. When Copper Mountain’s busy season hits, the season pass deadline is approaching, or a press campaign generates interest, call volume increases. During the busiest season, call volume can reach 1,700 per day. Polycom VVX business media phones allow for more lines to be added during the busy times, and lines to be decreased when the call frequency tapers off. If, in the future, the size of the call center grows, VVX phones can easily scale to accommodate the growth.

### **HD Voice: audio quality to closely connect with customers**

In interactions that depend on audio quality, the importance of call clarity can’t be overstated. Polycom handsets and Plantronics headsets deliver HD voice for exceptional voice clarity when conversing with guests. “Adding Plantronics wireless headsets to Polycom VVX phones allows Copper Mountain’s reservations specialist the added productivity of a hands-free phone experience in addition to unparalleled sound quality that meets the demand of an often chaotic call center environment,” says John Gillespie, Director of Global Consulting and Alliance Accounts at Plantronics.

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As a destination with international appeal, visitors call Copper Mountain from all over the world to book lodging and resort activities. A global clientele means differing rates of speech, foreign accents and dialects coming through the call center.

“HD voice provides such audio clarity that neither party on the call has to repeat things as often as we used to with our previous phones. It helps reduce misunderstandings—which saves time and ensures a pleasant booking experience,” says Tim Lonergan, Central Reservations Assistant Manager.

### **Polycom® Acoustic Fence™: the gold standard in noise filtering**

It's no secret that call centers are noisy places. Agents' voices, phones ringing, and typing on a keyboard produce plenty of noise on their own. Copper Mountain enjoys a mountain friendly culture, raised on Colorado. At any given time, agents may be stomping heroically through the front door in their boots, skis and board in hand, tracking in snow, and all the while chattering about their lunch break on the mountain.

Add in the outside background noises of a populated ski resort—snowplows, snowboard competitions, concert music, fireworks—and the environment can become even more distracting.

Special features in VVX phones like Polycom® Acoustic Fence™ minimize sound external to the individual agent. Polycom Acoustic Fence technology works by using the microphones on the handset and speakerphone to measure the audio delay between these two mics. Using that metric, the technology determines which sound is the speaker's voice, and lowers all other sounds that are further away.

“With Polycom Acoustic Fence, background noises are virtually inaudible to the caller,” Costa says. In an environment with continuous voice traffic, the gold standard of noise filtering technology is instrumental in providing a hassle-free customer service experience. “We have the best of both worlds—we get to enjoy our casual culture while still presenting a professional image to our customers.”

A lot goes on behind the scenes when guests connect to Copper Mountain's Central Reservations. While the vacation itself should be an adventure, the booking process shouldn't be. “The guest's journey begins here, when they first reach out to us. A smooth customer service experience shows just how much we value our guests. We are a friend on the inside, so we only use the best solutions in our center to deliver an experience that creates a passion for Copper Mountain Resort.

## **About Polycom**

Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

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