

### Customer Profile

With a prime city position at the top end of prestigious Collins Street, the exquisite Sofitel Melbourne On Collins immediately impresses through subtle luxuries, sophisticated elegance and a distinction for the finest service.

For every occasion, 363 opulent guest rooms and suites define new luxury and appointment. Award-winning dining, Club Sofitel hospitality and integrated conference and event centre for 10 to 1000 deliver on every level.

Sofitel Melbourne On Collins embodies French style and elegance and is Melbourne's Hotel for The Arts.

### Problem

Upholding its reputation as one of the finest Melbourne luxury hotels, Sofitel Melbourne On Collins wanted to upgrade their guest phones to offer guests the convenience of a cordless phone and also meet their aesthetic standards of sophisticated elegance.

### Solution

VTech hotel phones allowed Sofitel Melbourne On Collins to provide their guests the best of both worlds: corded comfort and cordless freedom.

A key advantage is the corded phone will work during a power outage—allowing guests to always stay connected and even make emergency calls. The phones also have pre-programmed speed dial keys for Concierge, Operator and Wake-Up calls etc making life simpler for the guest.

### System Profile

VTech A2510 Contemporary Analog Master Corded Phone with Cordless Accessory Handset

363 CTM-2510 Corded Handset Base

363 CTM-241SD Cordless Handsets & Stand up cradles.



### Exquisite Sofitel Melbourne On Collins upgrades to VTech hotel phones

Providing five-star service and accommodation is an undertaking that requires attention to every detail. Guest room phones are no exception. For Sofitel Melbourne On Collins that meant finding a guest room phone with leading-edge features that would also complement the hotels opulent five-star interiors.

When it came time to replace their phones the Sofitel Melbourne On Collins wanted a Phone that would offer their guests the convenience of speed dial keys to easily access the main guest services, plus the added convenience of a handset beside the bed.



"Our previous phones didn't have speed dial features or a matching cordless handset and over time we had deployed a number of different models of cordless handset in the rooms" said Anton Van den Brink, Chief Engineer.

"We wanted the phone in every room to be consistent and we wanted a cordless bedside handset that worked in unison with the desk phone to meet the Sofitel brand standards. We looked at a couple of options, and the VTech phones just worked and looked great".

### Meeting five-star standards

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

Each room now has two VTech phones—one corded at the desk and a cordless phone at the bedside” said Anton Van den Brink, Chief Engineer at the Sofitel Melbourne On Collins.

The pre-programmed speed dials and speaker phone capability of the phone also met our specific requirements.”

The VTech cordless phones are located at the bedside. “As part of the Sofitel brand standard we wanted to provide guests with a cordless phone on the nightstand, while keeping things organized and orderly,” explained Van den Brink.



### 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 customised specifically for the hospitality industry. The company recognises 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.

#### VTech Phones are designed for hotels and include

- Antibacterial plastic tested to inhibit 99.9% of bacteria growth
- Glossy silver or matte finish resists fingerprint smudges and scratches
- Fully customisable faceplates with printable area
- High-quality base speakerphone for hands-free operation



Consists of (CTM-A2510 Base & CTM-A241SD)  
Contemporary Analog Master Corded-Cordless Phone with  
Accessory Handset

For more information, please visit [vtechhotelphones.com](http://vtechhotelphones.com)