

A Softchoice case study

Hazelton Hotel

5-star VIP communications solution enhances customer experience for
Canada's leading boutique hotel.



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The Customer:

The Hazelton Hotel is Toronto's first luxury boutique hotel. It has been voted as the #1 hotel in Toronto on TripAdvisor for 3 consecutive years. It is a member of The Leading Hotels of the World and founding partner and official hotel of Toronto Fashion Week.

The Original Ask:

With a goal of meeting the needs of their elite clients, The Hazelton Hotel sought to provide the best in Wi-Fi connections for the hotel.

The Softchoice Value:

Softchoice worked with The Hazelton Hotel to identify how a secure and reliable network could enhance an already superior guest experience.



Being able to secure our guests' privacy, whether physically in our lobby or technically while on our network, is key to our business... Our guests needed a VIP communications solution and we found that with the help of Softchoice.

– Jessica Chan, Director of Revenue & IT Administration



We the north

Toronto has firmly established itself as a leading global city to live and work in—and to travel to. Visitors from around the world come to explore the food and entertainment in the city's unique neighbourhoods, as well as for sports, the Toronto International Film Festival, and for business.

While in town, the most discerning travellers choose to stay at The Hazelton Hotel, based on the property's reputation for style, service, location and most importantly, privacy and discretion.

As a boutique hotel in the heart of Toronto, The Hazelton Hotel is as chic as the clientele it serves. Guest expectations are extremely high, on everything from the service they receive at check-in and superior housekeeping services, to the temperature of the heated floors in the en suite bath. Luxury services include, dry cleaning, spa amenities, and even a screening room for private parties.

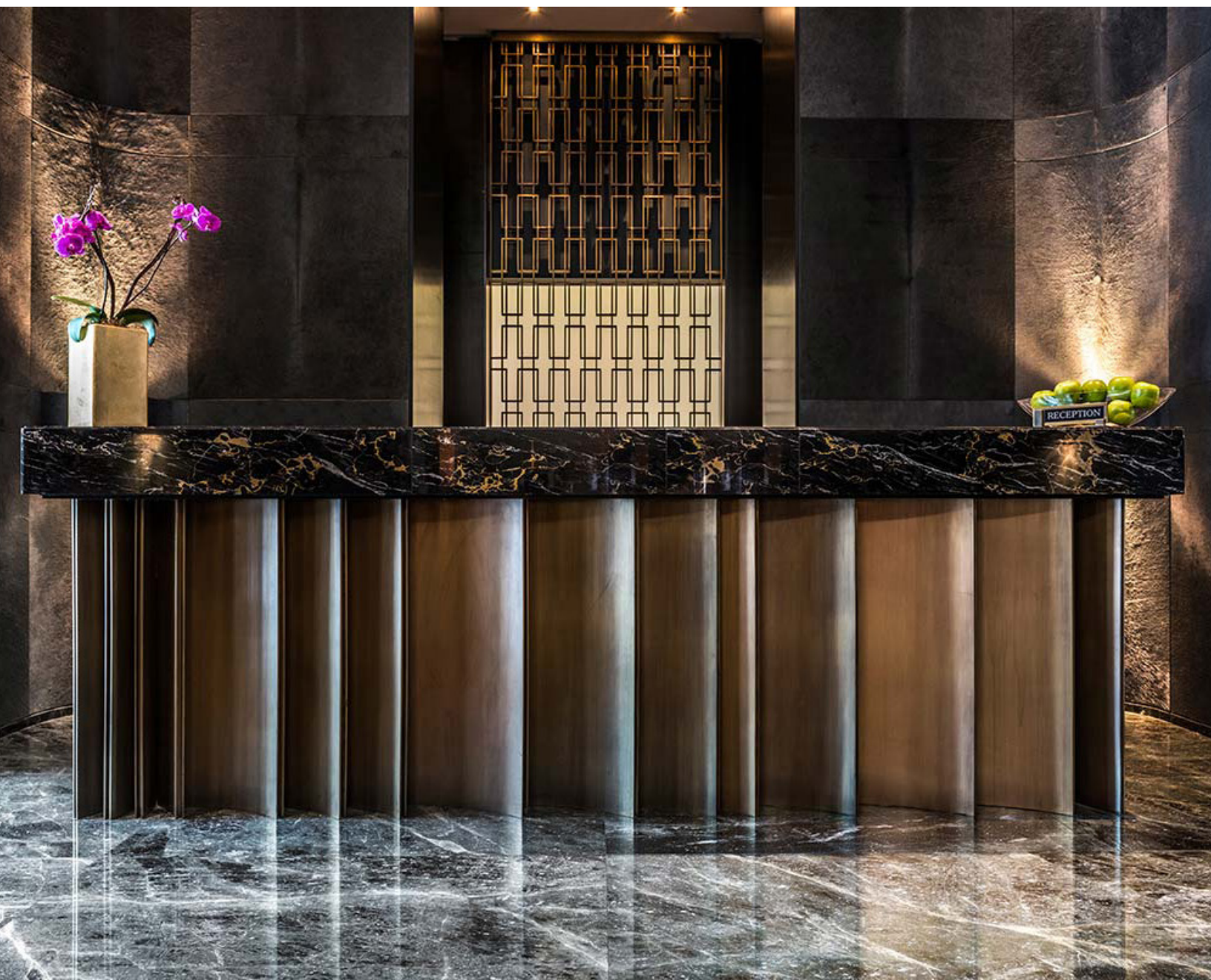
Jessica Chan, Director of Revenue and IT Administration for The Hazelton Hotel, says: "Our guests expect a very high standard when they walk in through our doors. They know that we are committed to making their stay with us comfortable, safe and special. The needs of our guests continue to evolve over time but our dedication to meeting those needs has remained unchanged."

Today's 'mint on the pillow' is the security and privacy of your own private network

The Hazelton Hotel has a reputation for providing special care and consideration to every guest. Now, part of that unique consideration also includes technology requests. For example, for one guest at the hotel, having a secure network, not on the public Wi-Fi, is essential for their business needs. The Hazelton Hotel is now able to provide this loyal guest with their own private secure network.

"We frequently have high-profile guests stay at the property," says Chan. "Being able to secure our guests' privacy, whether physically in our lobby or technically while on our network, is key to our business."

It is this kind of attention to detail we provide towards each guest's specific preference, especially when it comes to security and privacy, that has helped The Hazelton Hotel build on their reputation as a global leader in hospitality.



Hotels only hear from their guests when something isn't right – this time, Softchoice was listening as well

Andrew Lee, account manager at Softchoice, met with the team from The Hazelton Hotel to discuss technology upgrades, after reading customer reviews of the hotel's Wi-Fi online. Amidst sparkling comments on superior service and amenities, comments indicated some concerns with the internet service.

"Our focus at Softchoice was twofold: to fully understand the connectivity experience The Hazelton Hotel sought to provide for their guests and to determine the issues that needed to be resolved to ensure they would consistently exceed expectations," said Lee.

The priority was to provide an upgraded, high-speed and secure internet connection, using the latest technology available, with minimal disruption to staff and guests. The Hazelton Hotel now has a Cisco network architecture that includes a perimeter security network and core switch with closet access connections.

Hani Roustom, General Manager, The Hazelton Hotel, uses the following quote to describe why progress of all kinds is critical for continued success:

Life is service – the one who progresses is the one who gives his fellow men a little more – a little better service.



The Hazelton Hotel continues to set the standard of guest experience with technology upgrades

For Chan, gaining a partner like Softchoice has been critical to her day-to-day success:

With Softchoice, I am fully confident of their response time, their capabilities and their ability to fully manage the projects we are working on. Most of all, I know we have built a partnership that will help take The Hazelton Hotel into the future.

