

## DUSIT THANI ABU DHABI

Ranked among the Top 20 Best Hotels in the Middle East by Condé Nast Traveller, Dusit Thani Abu Dhabi brings a fusion of Thai elegance and warm Arabian hospitality to the heart of the United Arab Emirates' capital city. The 5-star, luxury Abu Dhabi location opened in 2013, and Dusit Thani Hotel has delivered international service standards for 70 years.

**MEA****Hospitality****Midsize****Premise**

## AT A GLANCE

Dusit Thani Abu Dhabi became a Mitel customer in 2023. The hotel faced noteworthy challenges before implementing Mitel's solutions, including utilizing a decade-old system. They were struggling with a large call volume, and the old system did not allow the hotel to implement call-handling features, integrate the latest innovations, or run a proper call center. As one of the largest properties in Abu Dhabi with 527 rooms, Dusit Thani recognized the need for more advanced solutions with ease of use.

## GOALS

Dusit Thani Abu Dhabi needed to invest in a reliable contact center solution with efficient call handling and management capabilities, stable applications, and robust telephony hardware and features. At the same time, the hotel wanted a cost-effective, high-performance option that covered all their needs in a single system, highlighting the desire for operational efficiency and ease of use.

## RESULTS

After shopping options with a partner for around half a year, Dusit Thani Abu Dhabi chose Mitel as its contact center and telephony solutions provider. They were attracted to Mitel's approach, solution performance, and telephony technology.

Since then, Dusit Thani has worked to transform the guest experience with its new, robust call handling and management features. The hotel integrated the contact center solution with the guest database to provide previous guest information and ensured agents had access to essential details for follow-up calls. With the MiContact Center dashboard, operators can now be assigned to customer calls based on skill level, language, department, and more, resulting in better efficiency and customer satisfaction.

Dusit Thani has also integrated the contact center into its social media platforms, allowing the hotel to interact directly with guests through social media just as it can through its call center and obtain the same customer information for follow-up.

Dusit Thani Abu Dhabi currently has 1,570 extensions and is especially satisfied with Mitel's telephony hardware, citing team appreciation for the ease of use, comfort, and capabilities of Mitel's Bluetooth handsets. They also enjoy the cost-effectiveness and convenience of utilizing a single solution to meet the hotel's contact center and telephony needs.

## PRODUCTS

**MICONTACT CENTER BUSINESS ▶****MIVoice BUSINESS ▶****MIVoice BORDER GATEWAY ▶**

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