



PRINCIPAL HAYLEY
HOTELS AND CONFERENCE VENUES

Principal Hayley Hotels and Conference Venues is a collection of landmark city centre hotels and dedicated conference and training venues across the UK and Europe. From a small group of 6 hotels, they've grown to 23, and are continually investing in the collection - over £100million spent since 2005.

SBL is Principal Hayley's partner for the provision of telephony services and equipment. We have recently completed the installation of a new Alcatel-Lucent PBX system at Cranage Hall (South Manchester) in addition to a new group-wide Contact Centre at Harrogate. This will optimise the bookings and reservations process across all properties resulting in effective and efficient utilisation of all available resources and hence improved revenues and margins.

SBL has also deployed a centralised management system through which Principal Hayley is able to measure response times, optimize capacity, and track the quality of the telephone service. The ability to make name changes and other minor modifications remotely takes the pressure off hotel staff and boosts guest satisfaction.