



A Robust Call Center Solution



“We were able to build the back of the house faster, easier, and with less money than we could have done using a traditional layout. Maintaining a few high-powered servers is so much more effective than trying to maintain hundreds of PC with a mixed level of obsolete parts.”

Michael A. Sexton

Director of Information Technology

Princeton Resorts Group, LLC

Princeton Resorts Group, LLC, Phoenix, Arizona

When Princeton Resorts Group, LLC, breaks ground on a new vacation property, their call center has to be up and running to book tours. As a new company, the IT department had the freedom to choose from the latest technology and build a solution from the ground up. They chose Wyse® Winterm™ thin clients as the perfect match for their predictive dialing system and found that it was ideal for sales and marketing divisions as well.

Headquartered in Phoenix, Arizona, Princeton Resorts Group is a vacation ownership resort and real estate developer, consultancy and holding company. In 2005, they opened the Cibola Vista Resort and Spa, a five-star resort in Phoenix, and just broke ground on the Bond Club in Las Vegas. As new properties are developed, the company plans to triple their call center staff without expanding their IT staff.

Challenge: Robust, Focused Access

Director of information technology and chief software architect, Michael A. Sexton, designed the IT infrastructure for Princeton, by starting with the most critical application: the predictive dialer. He needed desktop-computing devices that could handle the network-intensive process of dialing and getting the information to the operator while minimizing distractions like Web browsing, personal music, and other applications found on a typical office worker's PC. He also wanted a system with a small footprint to keep office space requirements minimal, as well as easy administration to add seats quickly and efficiently.

Solution Architecture

- Wyse Products
 - Wyse® Winterm™ thin client devices
- Servers
 - Windows Advanced Server 2003
- Network
 - Gigabit network
 - Liberation® 6000 from Teledirect International

As Sexton defined the tasks and computing requirements for his staff, he found that they fell into three categories:

- Telemarketers needed to use the predictive dialer and customer database tools. They didn't need Internet browsing access or a full-blown Microsoft Office Suite.
- Sales center employees required access to a robust, custom Microsoft Access database applications to check-in tours, fulfill premiums, and produce contracts, plus the full suite of Microsoft Office with e-mail and Web browsing.
- Other office workers had specialized software needs for human resources, payroll, electronic timeclocks, and accounting.

Solution: Wyse Winterm Thin Clients

"When the Teledirect developers said that thin computing worked better than PCs, we said, let's build it," said Sexton. "It was a surprise when thin clients worked so well everywhere else too."

Sexton designed the call center as a series of three pods of 50 seats. The small footprint of the Wyse Winterm thin client paired with an LCD panel, keyboard and mouse required only a three-foot cubicle, saving the company the expense of leasing more commercial space. Operators log-in to their desktop and have access only to the applications they need. The thin clients connect to servers powered by dual Xeon processors running Windows Advanced Server 2003 over a gigabit network. All of the data and applications run on the secure servers with just mouse clicks, keystrokes, and screen images traveling the network.

"Keeping the machines optimized for the work they are expected to perform is much easier in a thin-client environment," said Sexton. "Everything from virus protection to Internet usage is far easier to monitor and control using thin clients." The first 50 seats came online in 2003 to book tours of the Cibola Vista Resort and Spa, and others will come up as new properties like the Bond Club in Las Vegas become available.

The success of the call center led Sexton back to Wyse for help with his sales and marketing offices. He chose more robust Wyse models for the sales center and administrative offices. When sales and administrative staff members log-in, they have access to the full Microsoft Office suite as well as custom applications, e-mail, the Internet, and other applications.

Benefits: Reliable and Easy To Use

Sexton has been able to keep his IT staff small—just 3 people for 125 users—even as more seats come online. With less time spent on desktop maintenance, they have more time to focus on improving the company's custom software, developed in house: Totally Integrated Graphical Expert Resort Sales (TIGERS) system. Even though it was written for a traditional Windows-based desktop, TIGERS did not require any coding to make it work on the thin clients.



Compared to traditional PCs, thin clients have a longer life, use less energy, and require little if any hands-on support. Princeton has had no downtime due to hardware failure in 2.5 years. When a system failed due to water damage, the user unplugged the thin client and replaced it in less than 15 minutes. With headquarters in the Arizona desert, less heat and less energy add up to significant electrical savings for Princeton.

"When a worker has an issue," said Sexton, "we can remote control their session, and fix their issue while they wait-- often while they watch -- so they can learn how to resolve the issue on their own next time." The IT staff also uses remote control for training to roll out new applications to users.

Sexton sees the results of widespread thin-client use in increased productivity and quality of work. Employees are more focused on their work and everyone has access to the same information. An important file can't hide on a floppy disk or a hard drive, so everyone can work together more effectively and efficiently.

Results: Keeping IT Costs Down

Sexton estimates that he saves at least \$1,500 per workstation every three years—that's a quarter of a million dollars in the first three years of business.

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