

CASE STUDY

Cooper Hotels

The Customer

Founded in 1962, Cooper Hotels owns and operates 22 hotels throughout the Southeastern U.S. and brings in approximately \$100 million in annual revenue. Now in its third generation of leadership, the family-owned hotel chain is excelling in the construction and management of the industry's premier hotel brands, including Intercontinental and Hilton.

The Challenge

Since its establishment of the very first Inn, Cooper Hotels has fashioned its properties and service with one goal: to delight discerning customers. But their growth in recent years required a bigger and better communications solution. They faced bandwidth limitations and increasing costs for a solution that simply wasn't working. Decision makers knew they needed a change.

The Solution

Windstream representatives worked carefully with Cooper Hotels to first ensure bandwidth needs were met. Networking the locations together through an MPLS Networking solution allowed each location to more efficiently use the bandwidth.

Windstream's networking solution required minimal equipment costs, and allowed Cooper Hotels to remove older equipment being used to deliver voice and data. Now each T1 is more efficient than ever before.

And company leaders continue to be satisfied with their decision. One representative put it succinctly: "We have had a very good experience with Windstream. They genuinely seem to care about their service. It is so nice to reach a real person when issues arise."

At the end of the day, it's all about the customer. While Cooper Hotels is concentrated on bringing value to their customers, Windstream is focused on keeping their 22-hotel network operational, efficient, and secure.

To learn more about Windstream's solutions, call 888-673-WIND (9463) or visit windstreambusiness.com.