

Case Study

Scenic Tours



About

Scenic Group was founded in Newcastle, originally operating coach tours throughout Australia before expanding its operations to New Zealand and then bringing on destinations throughout the world. Today, Scenic is a world-renowned luxury cruise and tour operator and has been leading in its field for over 34 years. The Scenic team has worked tirelessly to earn a world-class reputation for creating and delivering the ultimate cruising and touring itineraries for travelers who seek wondrous experiences and exceptional service.

Business Need

As Scenic began their significant shift to the cloud, the reliability of their data and internet services became more important to their business than ever before. With their big-telco provider, they found that poor reliability, low responsiveness and a lack of proactiveness was the norm – and not aligned with their cloud first vision.

With their global diversification also came a need to migrate from their previous Communications as a Service (CaaS) to a Genesys PureCloud solution. This brought about a need for a provider with the knowledge, experience and ability to integrate with their new cloud-based contact centre.

Importantly, Scenic wanted a simple and cost-effective solution, with an ongoing proactive relationship, and the peace of mind that they were working with industry-leading technology.

Solution

Countrytell met with the team at Scenic to understand their operations and business needs. They recommended fibre connections into Scenic's key sites, with Countrytell FlexiPort allowing a single access tail at each site to be "carved up" into multiple service types (IP-WAN / Voice). An IP-WAN Solution was developed to connect Scenic's locations, with HA (Highly Availability) hosted FortiNet FortiGate firewall appliance and centralised internet, and cloud connectivity to Azure via Megaport.

For the transition of voice services, Countrytell's engineering team worked closely with teams from Genesys and Scenic to minimise risk to their business operations through rigorous testing, capturing any unexpected variables along the way. To ensure a seamless migration, with zero impact to Scenic's Contact Centre operations, Countrytell deployed temporary infrastructure to allow flexibility, migration testing and strong rollback capabilities.

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Outcome

Scenic's network migration, including the changing of firewall and securities policies, brought the flexibility and simplicity that their business required, whilst delivering significant cost-savings. Countrytell was also able to deliver services with flexible contract terms to suit Scenic's changing business needs.

The migration of voice services and integration with Genesys PureCloud was completed cleanly without any business interruption. Scenic is now well positioned to continue its shift to the cloud, and capture market opportunities as world travel takes off in our "new-normal".

“Countrytell have not only delivered our business a flexible and superior solution that big-telco couldn't, they proved that they could deliver what they said with proactive and reliable people and services.”

Chris Burchell, Scenic Tours Global Director of IT