Club Aspire lounge Heathrow Terminal 3

Overview:

Whatever the reason for travel and wherever passengers are flying to, Club Aspire lounge starts their journey in comfort and style. No wonder it has been voted as very good on customer reviews.

Guests at the lounge can stay connected to their social media and browse the internet on the interactive coffee tables provided by the lounge on the Wi-Fi installed by Heathrow Commercial Telecoms.

Quick facts:

Club Aspire at London Heathrow Terminal 3 is a brand new lounge, with a comprehensive and complimentary food and drink menu, award-winning Bliss-Spa, and dedicated zones for both business and leisure.

Club Aspire has unlimited Wi-Fi, giving guests a seamless connected experience with the Broadband (BB) and Wi-Fi provided by Heathrow Commercial Telecoms.

The case:

The opportunity to refurbish and upgrade the IT Telecoms was too good to be missed when the location of the lounge was moved within T3. Commercial Telecoms provided the Aspire lounge in T5 with solutions that befit a lounge of its stature. For this project, Aspire chose MLAN, Wi-Fi, 100MB BB, Flight Information Display Screens (FIDS), IPTV, IP Telephony and analogue lines for PDQs. To maintain a calm and peaceful ambience, no flight announcements are made in the lounges, instead the FIDs serve as essential reference points to the guests.

The deployment:

Club Aspire at T3 is a joint venture between Swissport and the Collinson Group, who also operate the Priority Pass program giving members access to 1,000+ lounges around the world. Following on with the goodwill with the deployments at the Aspire lounge in T5, Commercial Telecoms was the natural choice as the infrastructure solutions provider. When we receive orders from our customers we plan and deploy solutions based on a Last Responsible Moment (LRM) date. This means our customers can open their doors to their customers on the day and time they want to. All deployments for the newly refurbished Club Aspire Lounge in T3 were completed to the customer's specification.

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Club Aspire lounge
Heathrow Terminal 3

"The Club Aspire lounge at LHR T3, had a complex set of requirements – those that were business needs and those that our customers expect. Heathrow Commercial Telecoms met those requirements and were able to work flexibly to face the challenges that come with an Airport Lounge build in one of the busiest airport terminals in the world."

Shaun Weston, Travel Services Director of Swissport

The business and technology drivers:

Keeping up with current trends, the lounge build plans did not stop at plush interiors, delectable food and the spa experiences. Giving guests a complete connected experience has become the norm of the day. Employees prefer to work where they are equipped with the current technologies to serve guests. To see both guests and staff smile is a win-win situation for hospitality businesses. As such, the investments towards the much-needed technology is a benefit that cannot be measured in figures. Not to mention the repeated business from loyal and satisfied guests and their positive reviews. Commercial Telecoms provide 24X7 support and have ease of access to the airport to keep the installed technology running smoothly. For Club Aspire, the investment has paid off by the smiles from satisfied guests and the uplift in staff spirits.

Common infrastructure:

The concept of Common Infrastructure has been developed at Heathrow over a number of years and it is continually updated. The infrastructure is enabled by technology convergence and is driven by common requirements with the aim of reducing costs, minimising complexities and maximising flexibility. Club Aspire have taken advantage of Heathrow Airport Limited's (HAL) investment in Common Infrastructure, by leveraging the technology that HAL has already put in place.

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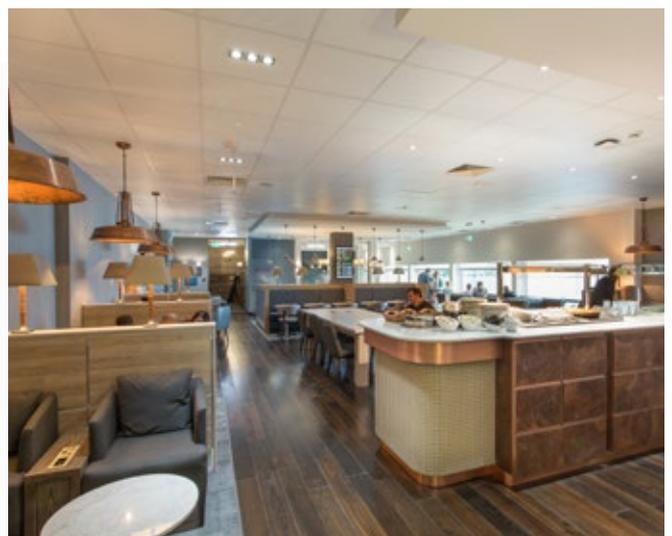
Club Aspire lounge
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Cost benefits:

Switches, cabling, resilience and testing all contribute considerably when creating new networks or extending of an existing network. By leveraging the investment HAL has already made in network infrastructure, there was no upfront hardware costs associated with the installations. Moreover, Club Aspire does not have the ownership for maintaining the network assets.

Working in partnership:

Our dedicated Account Managers look after all customer projects from order to delivery. As such, Swissport our long-standing customer who manage the Club Aspire lounge approached their account manager when the move and build plans were firmed up. Our account managers engage with customers from the outset to understand their needs to involve the wider team of designers and implementation managers required for the project. Having a close working relationship with Swissport meant that we could work consultatively and with the customers' confidence that the right technology was installed to serve the best purpose.

"They have provided us with robust LAN connections and telephony solutions that enable us to successfully operate the lounge from a business point of view as well as supporting us in exceeding the expectations of our guests with fast, reliable WiFi, FIDS screens and IPTV connections. Technology is a key part of our customer offer, and Heathrow Commercial Telecoms are an important partner enabling us to deliver a service which ensures our guests return time after time."

Shaun Weston, Travel Services Director of Swissport

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