

ORCHESTRATING THE ULTIMATE GUEST EXPERIENCE: HOW KLOUD 7 CONNECTS OWA PARKS & RESORT



Overview:

Unify the campus

Connected 171 users across a massive 520 acre property

Resolves problems faster

Instant mobile dispatch for maintenance and security via K7 Connect

Improve efficiency of teams

Automated IVR deflection for routine seasonal inquiries

Enhance guest experience

Seamless transfers between hotel, water park, and retail districts

Handle seasonal surges

Zero downtime or busy signals during peak summer tourism spikes

Save time and reduce costs

Eliminated all physical PBX hardware and on-site server maintenance

Access to Care

The Foundation of Hospitality Connectivity

In the premier destination resort and theme park industry, the "Guest Experience" does not begin at the turnstiles, it begins the moment a prospective visitor picks up the phone to plan their vacation.

Since March 2023, Kloud 7 has served as the exclusive telecommunications architect for OWA Parks & Resort, engineering a massive, unified communication ecosystem for 171 Unified Users.

Owned and operated by the Poarch Band of Creek Indians, OWA was built with a singular vision: to be the premier entertainment destination of the South. However, managing a sprawling, multi-faceted entertainment complex requires a level of technological agility that traditional legacy phone systems simply cannot provide.

Before Kloud 7, OWA's communication infrastructure was fragmented, creating invisible barriers between the hotel, the theme park, and the administrative offices.



- **Partnership Longevity:** 3 Years (Onboarded March 2023).
- **Operational Scale:** 171 Unified Users across Theme Park, Water Park, Downtown OWA, and Hospitality.
- **Core Solutions:** Enterprise Hosted Voice, Unified Communications, and Smart Call Routing.
- **Strategic Mission:** To unify a 520 acre campus, eliminate communication silos, and ensure flawless operational dispatch for millions of visitors.

Over this 3-year partnership, Kloud 7 has completely replaced that aging infrastructure with a streamlined Enterprise Hosted Voice platform. By centralizing communications across the theme park, the region's largest indoor water park, the retail district, and on-site hospitality, Kloud 7 has provided OWA with the "Digital Megaphone" necessary to coordinate seamless operations, ensure guest safety, and maximize ticketing and season pass revenue. This partnership proves that in the hospitality sector, a world-class physical destination requires a world-class digital foundation.

ORGANIZATIONAL FOUNDATIONS

Located in Foley, Alabama, just minutes from the Gulf Coast beaches via the Foley Beach Express, OWA Parks & Resort is Coastal Alabama’s premier destination for tourism and family entertainment. Owned and operated by the Poarch Band of Creek Indians, the property is not just an amusement park; it is a massive economic driver for the region and a complex logistical marvel.

Operating a facility of this magnitude seven days a week requires military-grade precision. To understand the telecommunications challenge Kloud 7 was hired to solve, one must look at the immense scale and diversity of OWA’s distinct business units. The 520-acre footprint functions like an independent city, divided into four major operational pillars that all require real-time connectivity.

1. The Tropic Falls Mega-Complex The crown jewel of the property is Tropic Falls, a high-volume, dual-climate attraction that demands constant staff coordination and guest service support. This complex houses the region’s largest indoor water park, featuring a massive convertible glass roof that offers year-round tropical vibes regardless of Gulf Coast weather.

Kloud 7’s Specialized Solution for Owa



Call Analytics



Call Recording



Contact Center



K7 Connect Soft-phone



Business Phones & Accessories

Outside, high-capacity aquatic zones, including the outdoor wave pool and surf simulator, require instant lifeguard dispatch and flawless emergency communication. Additionally, the theme park itself spans acres of concrete and landscaping with 23 distinct thrill rides and family-friendly attractions. Managing daily ticketing, VIP cabana rentals, and the high-volume Tropic Falls Season Pass program creates a massive operational hurdle that requires a flawless, zero-downtime inbound call center.

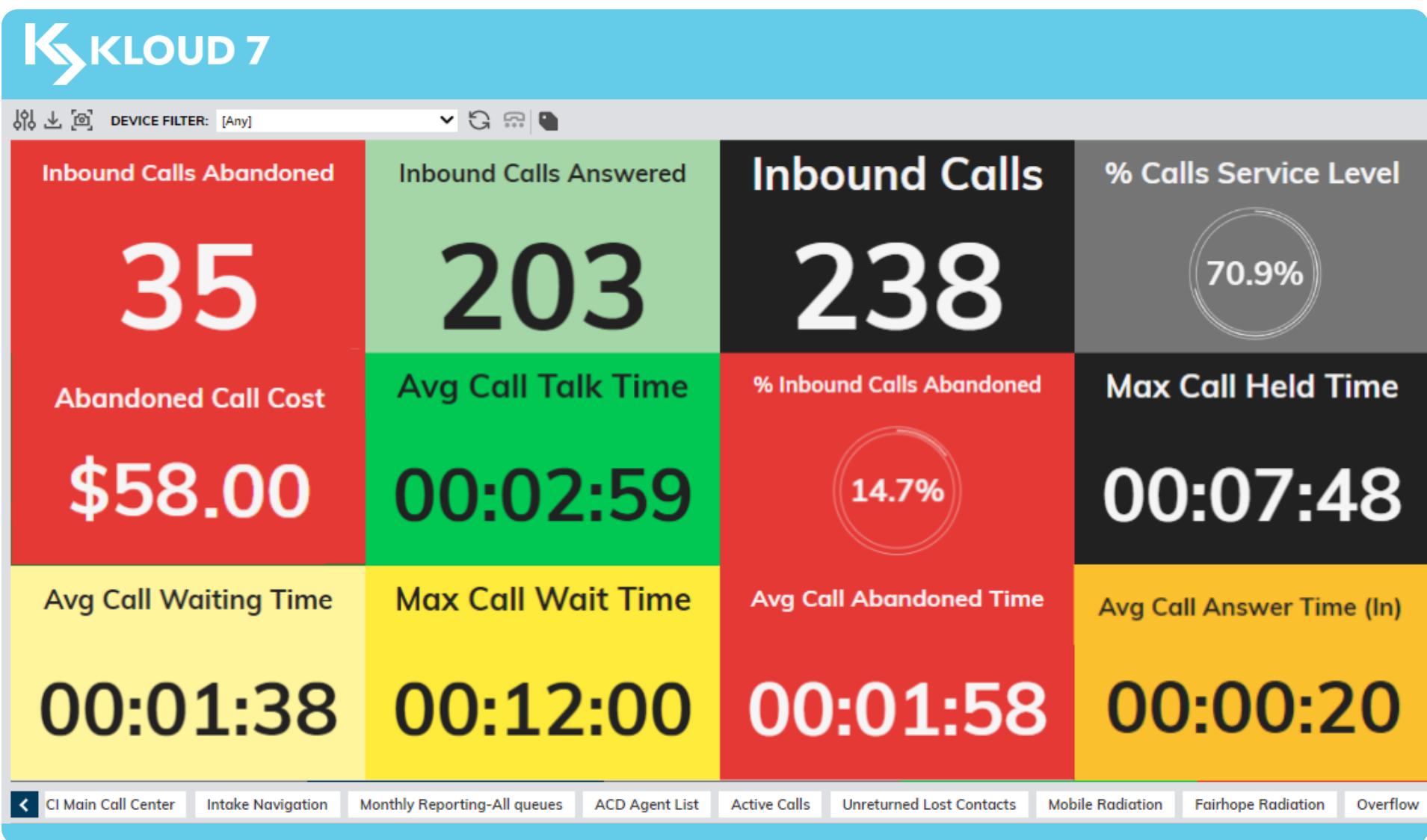
2. Downtown OWA: The Retail & Dining District Adjacent to Tropic Falls is Downtown OWA, a pedestrian-only retail, dining, and entertainment district designed to replicate the charm of a Southern small town. This sector is entirely free to enter and operates seven days a week, serving as the staging ground for massive community gatherings like the Star Spangled 250th Spectacular, Community Safety Day, and the Summer with a Splash campaign. Coordinating security, vendor load-ins, and crowd control for thousands of pedestrian visitors presents a significant operational challenge, requiring park management to have complete mobile communication capabilities across the entire district.

3. Live Entertainment & Theatrical Venues OWA serves as the cultural centerpiece of Coastal Alabama, hosting highly scheduled, time-sensitive productions across multiple stages. The OWA Theater acts as the flagship venue for large-scale live entertainment, concerts, and seasonal stage productions, while the Brandon Styles Theater offers a fast-paced, ever-changing lineup of family-friendly magic, comedy, and variety shows. Outside on the 14-acre lake, the Fountain Show delivers a highly choreographed spectacle of synchronized water, music, and light effects running daily at the top and bottom of every hour. From box office ticketing and showtime coordination to precise audio-visual cues, these venues demand absolute communication reliability between theater staff and front-gate personnel.

4. Integrated Hospitality & Lodging To complete the destination resort experience, OWA provides comprehensive on-site lodging, ensuring guests never have to leave the property. This includes the TownePlace Suites, an award-winning, multi-story hotel catering to families and corporate retreats, alongside a luxury RV park offering premium amenities for traveling vacationers across a sprawling campground. The primary operational hurdle here is ensuring the hospitality staff remains seamlessly connected to the theme park and restaurants. If an RV park guest needs to book a table in Downtown OWA or purchase water park tickets, the phone transfer must be instantaneous, professional, and entirely frictionless.

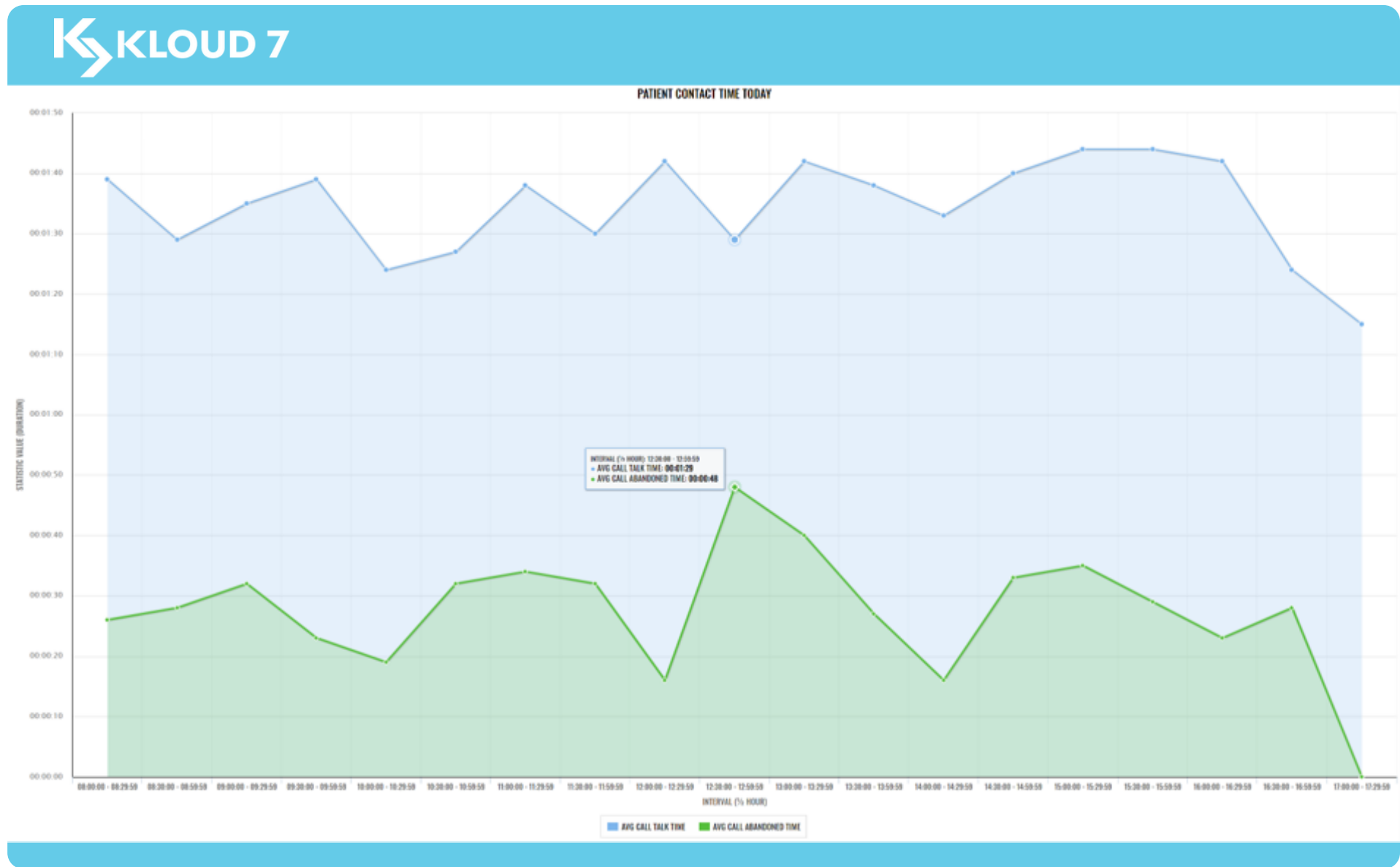
THE MEGA RESORT BOTTLENECK

Prior to onboarding with Kloud 7 in early 2023, OWA Parks & Resort faced the unique communication hurdles that exclusively plague mega-resorts. A property of this massive scale operates much like an independent municipality. As OWA continued to expand its footprint and introduce new attractions, their legacy communication systems remained deeply siloed, creating operational blind spots that actively threatened the guest experience and limited revenue capture.



Wallboard

Before Kloud 7 engineered a unified solution, the TownePlace Suites front desk, the Tropic Falls ticketing booths, and the corporate administrative offices operated on completely independent phone networks. This disjointed infrastructure meant that internal communications functioned like external calls. If a guest staying at the luxury RV park wanted to call the front gate to book a VIP cabana at the indoor water park or reserve a table at a Downtown OWA restaurant, the transfer process was exceptionally clumsy. This lack of integration frequently resulted in dropped calls, endless ringing, and frustrated guests, ultimately damaging the premium, seamless resort standard that OWA strives to deliver.



Calls by hour report

The Seasonal Capacity Strain

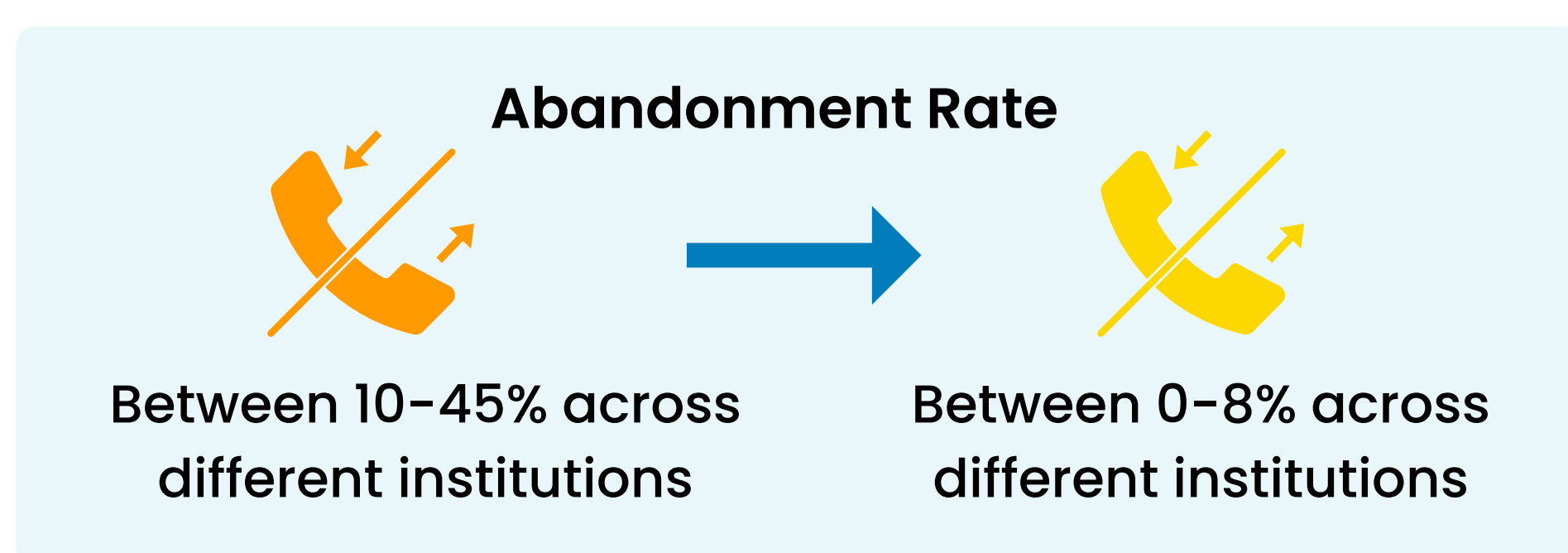
Amusement parks are inherently tied to seasonal demands, and for OWA, the summer months bring a tidal wave of tourism. During massive summer campaigns like the Summer with a Splash initiative and the highly anticipated Star Spangled 250th Spectacular, OWA experiences incredible surges in inbound phone traffic.

Families constantly call to inquire about Tropic Falls Season Passes, cabana availability, and OWA Theater lineups. Unfortunately, their legacy telecom system severely lacked the burst capacity required to handle these extreme spikes. When the phone lines became overwhelmed, callers were met with busy signals, which directly translated into abandoned ticket sales, frustrated potential visitors, and unrecoverable lost revenue. In the dynamic environment of a theme park, leadership is rarely tethered to a desk. Theme park managers, event coordinators, and ride technicians spend their shifts actively moving across acres of concrete, water attractions, and retail spaces. Relying on a traditional, physical desk-phone system meant that key decision-makers were often unreachable while managing crowds at the Fountain Show or conducting safety checks on the roller coasters. This mobility crisis severely delayed critical operational decisions. Furthermore, the physical hardware itself was at risk. The Gulf Coast environment, characterized by high humidity, salt air, and intense summer heat, is notoriously harsh on physical IT infrastructure. Maintaining physical legacy PBX servers on-site across a 520-acre property resulted in a constant stream of maintenance tickets, expensive hardware degradation, and the looming threat of localized power outages taking down the entire resort's communication grid.

Unifying the Entertainment Metropolis

In March 2023, Kloud 7 engineered a comprehensive Cloud-Hosted PBX migration designed specifically for the massive footprint of OWA Parks & Resort. By moving the "brain" of the phone system entirely off the physical property and into Kloud 7's secure, geo-redundant cloud environment, Kloud 7 instantly dissolved the physical boundaries of the park. This architectural shift fundamentally changed how the resort communicates, replacing outdated, disjointed hardware with a highly responsive, enterprise-grade digital infrastructure tailored for the hospitality sector.

The immediate operational victory was the creation of a true "One-Park" ecosystem. All 171 users across the vast property were seamlessly integrated into a single, cohesive four-digit extension map. Today, a lifeguard supervisor stationed at the Tropic Falls indoor water park can reach the luxury RV park concierge instantly with a simple four-digit code. This unified dial plan completely bypasses external routing and third-party telecom carriers, allowing internal communication between drastically different departments to flow with absolute immediacy and zero friction.

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Lost Contact Report

This unification extended directly to the guest experience through frictionless call transfers. If a guest calls the general ticketing line but actually needs to speak with the Brandon Styles Theater box office regarding an upcoming showtime, the transfer happens in a fraction of a second. Guests are no longer forced to hang up and dial a different external number, nor do they suffer through disconnected lines. Instead, they experience the premium, white-glove resort standard that OWA is renowned for, preserving brand loyalty and securing ticket sales without missing a beat.

Furthermore, by eliminating the physical PBX servers from the property, Kloud 7 delivered an indestructible layer of operational resilience. OWA was able to free up valuable on-site real estate while entirely eradicating the threat of environmental hardware damage caused by the humid, salt-heavy Gulf Coast climate. Most importantly, this cloud-hosted approach guaranteed that the OWA phone system stays online even if the physical park experiences a temporary loss of power or a severe weather event. By decentralizing the hardware, Kloud 7 ensured that the resort remains securely connected to its guests and the outside world at all times.

THE IMPACT & STRATEGIC CONCLUSION

The 3-year partnership between Kloud 7 and OWA Parks & Resort is a testament to the power of Unified Hospitality Communications. By tearing down the communication walls across a 520-acre footprint, Kloud 7 has enabled OWA to operate with the precision of a singular, highly-tuned machine

The Measurable Impact:

1. **Total Campus Unification:** 171 users operating seamlessly under one digital roof, erasing the gap between the TownePlace Suites, Tropic Falls, and corporate administration.
2. **Elevated Guest Experience:** Faster response times, automated answers for daily schedules, and intelligent routing mean guests spend less time on the phone and more time enjoying the thrills of the park.
3. **Future-Proof Agility:** As OWA continues to expand its footprint and host massive community events, Kloud 7's cloud infrastructure scales effortlessly alongside them.

The Kloud 7 Difference

For years, Kloud 7 has been a trusted leader in providing enterprise-grade business communications, prioritizing specialized, high-capacity solutions for the destination hospitality and entertainment sector. Backed by our extensive experience and unwavering commitment to operational excellence, our mission is to revolutionize telecommunications for mega-resorts. This is perfectly exemplified by our robust unified communications platform, which seamlessly integrates smart call routing, mobile workforce applications, and dynamic cloud-hosted infrastructure.

By streamlining guest relations, automating ticketing operations, and offering actionable insights into seasonal call data, Kloud 7 directly contributes to increased revenue capture, frictionless park operations, and ultimately unforgettable guest experiences for premier destinations like OWA Parks & Resort.

Discover the transformative power of a unified technology partner. See how Kloud 7 can unify your sprawling campus, scale for seasonal surges, and elevate your guest experience.

