

Case Study

ComputerTalk | QuadReal

QuadReal Seamlessly Migrated to a Remote Workforce with ice Contact Center for Microsoft Teams



Client since 2017



Real Estate



ice Contact Center for Microsoft Teams with voice, call recording and advanced routing.

QuadReal Property Group

QuadReal Property Group is a global real estate investment, operating, and development company headquartered in Vancouver, British Columbia. QuadReal handles tenant and resident inquiries and manages service requests with ice Contact Center for Teams. Expertly handling all calls in a timely and efficient manner, they work with ice to ensure that the tenant and resident experience across all asset classes lives up to the QuadReal signature, "Excellence Lives Here."

Starting Strong with ice

The QuadReal team takes pride in delivering excellence in customer service, which includes the tenant and resident experience. ice Contact Center has helped QuadReal team members connect with their tenants and residents since day one. The QuadReal leadership team was first introduced to ice Contact Center by a project manager who was responsible for the build. ice required no on-premises infrastructure and was well-suited to the size of QuadReal's contact center. These features made ice stand out from its competition and eventually led to QuadReal's decision to implement ice Contact Center.



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The Evolution of QuadReal's Contact Center

Though it has since expanded, QuadReal's use of ice Contact Center began with a simple, voice-only cloud solution. QuadReal had Skype for Business Online and leveraged Microsoft Calling Plans to deliver telephony services to its contact center. Additionally, it was using Microsoft Dynamics 365 as its main ERP and CRM platform for the commercial side of the business. As ice was a Skype for Business native platform, it was a natural fit for QuadReal and its use of Microsoft products.

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—Chris Farrer, Senior Telecommunications Engineer at QuadReal

QuadReal decided to migrate to Teams as Skype for Business Online was end of life and ice became Teams native. The team continued to use Microsoft Calling Plans for telephony but moved from Skype for Business Islands Mode to Teams Only. ice bridged the gap and allowed QuadReal to migrate at its own pace. According to Chris Farrer, Senior Telecommunications Engineer at QuadReal, "Since migrating from Skype for Business Online to Teams, we have experienced a much-improved quality of voice services, and a reduction of telephony related support calls." Contact Center Manager Colin McKenna noted that the team also saw improvements in the time it takes for an agent to answer a call being presented.

The Teams migration is not the only change that has occurred in the contact center. As QuadReal has grown and evolved, its ice solution has grown and evolved along with it, constantly adapting to meet changing needs. QuadReal recently underwent a solution revamp, introducing advanced routing rules to differentiate callers based on their business type and needs, speeding up handle time and routing to the best suited agents.

Today, QuadReal maximizes efficiency by using advanced routing rules and manages and ensures service levels by using ice's monitoring and reporting tools to track the following:

- Grade of service (GOS)
- Short abandons
- Percent abandoned
- Targeted average speed of answer (ASA)
- Calls offered
- Calls handled
- Estimated wait time



Increasing Productivity and Operating Remotely

One of the most significant ways that ice Contact Center has helped QuadReal increase productivity and improve time management is through ease of use. Team members can easily manage queues, and the agent interface is straightforward. ice Contact Center has helped enhance QuadReal's competitive advantage by allowing the team to operate in a remote environment. McKenna said that this is the biggest reason he would recommend ice Contact Center. Since QuadReal uses a cloud solution, team members are not anchored to any one location, meaning the contact center can continue to run smoothly, even when agents are working from home. This capability served them especially well during the COVID-19 pandemic. QuadReal was able to send agents home to keep them safe and healthy while remaining productive. "Virtual operation during the pandemic has been seamless; we've been recognized throughout our organization for being nimble, [and] responding quickly to change," said McKenna.

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Looking Forward to the Future and Expanding with ice

McKenna expects that QuadReal will expand the size and scope of use for ice Contact Center in the next 6-18 months. As the contact center team expands to a new asset class within the company, they are looking to add new functionality, such as integrations with Microsoft Dynamics 365 and social media platforms.

Excellence Lives Here

Through reporting capabilities, options for remote operations and more, ComputerTalk has provided QuadReal Property Group with tools that help them live up to their motto, "Excellence Lives Here."

To find out how ComputerTalk can help you achieve excellence in your organization, request a demo at computer-talk.com/demo.

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.

For more information, visit us at computer-talk.com.

