



# Great Ocean Road Real Estate Drives Down Costs with Mitel

## Brad Weetman believes that great customer

service requires effective teamwork. Weetman is the Finance Director for Great Ocean Road Real Estate, an innovative Australian real estate agency. Based in the Great Ocean Road region of Victoria, the real estate agency has four offices across the region, providing property sales, property management, and short-term holiday lettings. Great Ocean Road Real Estate focuses on delivering highly personalised services to their clients.

### ABOUT GREAT OCEAN ROAD REAL ESTATE

- *What: An independent real estate agency servicing the Great Ocean Road region of Victoria, Australia.*
- *Business Type: Real Estate*
- *Location: Victoria, Australia*
- *Configuration: Four small office locations in regional Victoria.*

### CUSTOMER NEEDS

- *Reduce ongoing communications costs*
- *Improve call handling for customer inquiries*
- *Reduce need for employees to frequently travel between offices*

### SOLUTION COMPONENTS

- *Mitel MiVoice Business*
- *Mitel MiCollab Client*
- *Mitel MiCollab Audio and Web Conferencing (AWC)*
- *Mitel IP Phones*

### RESULTS

- *Significant reduction in ongoing costs*
- *Presence information across offices for all employees*
- *Improved conferencing and information sharing, reducing need for travel*

With roughly 45 employees spread across the four sites, and many highly mobile employees, keeping track of people is a constant challenge. The distances between the four office locations are significant, leading to extensive travel times and poor productivity when face-to-face team meetings are required.

Weetman explained, "Our business has grown rapidly through the merger of several real estate agencies, and we found ourselves with separate phone systems at each of our offices. To service our clients, our employees need to regularly work with colleagues in other offices. This means we communicate constantly between offices, and need an easy way for everyone to see whether a colleague is at their desk, or out on the road."

## The Solution

To reduce the need for employee travel between offices along with ongoing communications costs, Weetman decided to migrate to a Mitel® MiCollab Solution. After going through a rigorous cost analysis, Weetman found that a Mitel solution would immediately pay for itself by reducing total monthly communications expenses, while improving customer service delivery and reducing the need for employee travel.

**"We crunched the numbers, and found that by moving to Mitel we could spend less every month, while providing all of our employees with the latest unified communications and conferencing tools. Our Mitel solution paid for itself with immediate cost savings"**

- *Brad Weetman*  
*Finance Manager*  
*Great Ocean Road Real Estate*

Mitel MiVoice Business with advanced unified communications applications was installed at each office location and networked together to provide a seamless solution.

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With a highly mobile workforce, Great Ocean Road Real Estate deployed Mitel MiCollab Advanced software, allowing employees to instantly view detailed presence information for colleagues across the four office locations.

Now, independent of location, employees can instantly see whether a team member is at their desk or out of the office, ensuring more efficient customer call handling. To further improve employee productivity, UC Advanced has been integrated with Microsoft® Outlook®, making it possible to simply click on Microsoft Outlook contacts to make phone calls.

Mitel MiCollab Audio and Web Conferencing has been implemented to replace an expensive externally hosted voice conference service. The business is now able to instantly establish conference calls between offices via the broadband IP network, without incurring any additional costs. Team members can now use interactive whiteboard software, and share documents via easy-to-use web-based collaboration, further improving the productivity of meetings.

Additionally, a single integrated employee directory is now used across all of the offices, greatly simplifying call handling. The LAN infrastructure for each office was upgraded at the same time with switches supporting Power over Ethernet, improving network performance, and simplifying electrical cabling requirements.

Weetman continued, "Our business relies heavily on teamwork between our offices. Mitel's UC MiCollab and AWC solutions have helped us to minimise both our costs and travel time. The presence capabilities of our Mitel solution have really helped break down the barriers between our offices, and made it much easier to direct incoming customer enquiries to the best person. The combined result has been a noticeable improvement in our overall employee productivity."