



## Case study

# A new communications infrastructure helps Birks Group deliver diamond-level service

As a luxury goods provider, Birks Group delivers world-renowned jewelry and timepieces to customers who expect the ultimate service and guest experience. When the company's voice and network services were making it difficult to achieve these objectives, they called on Bell for a complete overhaul of their communications infrastructure. The resulting system not only meets Birks Group's needs today, but also positions the company to break new ground and deliver a state-of-the-art luxury experience going forward.

## Challenge — Enabling a flawless IT experience

Birks Group was determined to provide a quality of service consistent with its brand name, but issues with the company's communications infrastructure meant poor voice quality, dropped calls and slow wireless speeds were frequent occurrences. These incidents negatively impacted the customer experience and tied up their IT department – taking up resources that could be spent on innovation or revenue-generating activities.

Their contact centre, an essential part of their customer engagement strategy, was also in need of an upgrade. In addition to wanting agents readily available to answer any customer inquiries, they needed their team to be able to easily contact VIP customers to inform them about new arrivals, limited releases and exclusive events. The company's legacy on-premises voice solution suffered from frequent downtime – making it difficult for customer service representatives to work remotely, and offering almost no reporting or metrics to help improve interactions.

On top of that, as their iconic retail space, Maison Birks, moved more operations to the cloud and their online presence and ecommerce revenues grew, with over 2,400 fine jewelry pieces and watches available online, the company's IT team needed to accelerate and streamline processes.

Birks Group knew they needed a new, reliable, full-service partner to help manage their increasingly complex communications infrastructure and set the company up for continued success.

**“Our customers expect a high level of service. We needed a national partner who could make sure our technology was up to the task.”**

— Martial Robert, IT Director, Birks Group



Established in 1879, Birks Group Inc. is a leading luxury fine jewelry, timepiece and gift brand. They operate 29 Maison Birks stores across Canada, a retail location in Calgary under the Brinkhaus brand, and two retail locations in Vancouver under the Graff and Patek Philippe brands. Their products are also distributed internationally and available at Mappin & Webb and Goldsmiths locations in the United Kingdom, in addition to many other luxury jewelry retailers across North America.

## Solution — A best-in-class national communications infrastructure

Bell's national presence allowed it to address Birks Group's needs from one end of the country to the other. And with a large dedicated team, work could be done in parallel, at the company's head office in Montréal and all 32 Canadian stores.

Bell provided a dedicated project manager who worked around Birks Group's schedule and kept all pieces moving seamlessly – to ensure the company felt supported every step of the way.

Bell's solution included the deployment of a unified communications platform, Bell Total Connect, to more than 300 users across the company. This hosted IP telephony service improved voice quality and reliability, and gave employees more flexibility, allowing them to communicate from anywhere, on any device.

To improve both wired and wireless Internet, Bell installed new Business Internet services coupled with Wi-Fi access points at all locations. Throughout the deployment, Bell worked carefully around existing systems to minimize downtime – and conducted most of the work outside business hours, to enable Birks Group to maintain uninterrupted customer service.

The team also set up Bell's cloud-based, On Demand Contact Centre (ODCC) solution that seamlessly integrates with Bell Total Connect to enable greater flexibility for customer care representatives and improved access to key performance metrics.

Bell also took on the end-to-end management of Birks Group's communications infrastructure, handling all upgrades and troubleshooting, so the company's IT team could focus on other, essential business priorities.

Birks Group's voice and network infrastructure now includes:

- Bell Total Connect, a unified communications platform, deployed to over 300 users
- Bell Managed Wi-Fi, powered by Cisco Meraki hardware and managed by Bell
- Bell Business Internet services, including a mix of dedicated and non-dedicated accesses
- Bell On Demand Contact Centre

“The entire Bell team was so responsive and accountable that I felt like I was their only customer,” says Robert.



## Results — New fully-managed, communication services let Birks Group shine

With more reliable phone service and Wi-Fi, Birks Group's staff are now able to provide better in-store service and showcase additional products using mobile tablets. Staff can now work seamlessly from anywhere on any device – using the cloud-based ODCC solution to quickly respond to customer needs. And thanks to new insights from enhanced reporting and metrics, Birks can continue to find new ways to engage with customers and provide even better experiences.

Looking to the future, the company plans to expand its use of cloud services. This will enable them to spend less on physical infrastructure while having the flexibility to quickly add capacity as needed – such as during busy holiday seasons. And with Bell managing it all, the Birks Group team can focus on the company's core business, and trust that system performance will be optimized.

Birks Group also plans to add ODCC's chat and email functionality to the company's website – providing customers with convenient options to engage with representatives and enabling agents to provide exceptional service, on additional channels, from any location. The company also intends to leverage data from their new Wi-Fi access points to support marketing and sales tactics, and IoT solutions from Bell – to manage energy consumption in stores and optimize their operations budget.



“Bell is not just a technology and network provider,” says Robert, “They’re a key strategic partner that understands our business objectives and helps us achieve them.”

Visit [bell.ca/enterprise](https://bell.ca/enterprise) for more information on how Bell can help you achieve your communications and networking needs.

