



Vistry Group

Case study

Vistry Group Streamlines Site and Customer Communications with C360 for Microsoft Teams

ABOUT VISTRY GROUP

Vistry Group, a leading UK housebuilder, has experienced significant growth through acquisitions, evolving from its origins as Bovis Homes into the company it is today.

With operations across 26 business units, Vistry Group required a robust and streamlined IT and telephony solution to support its evolving needs.





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“I have worked for Vistry since 2017 where originally, we were Bovis Homes and have since gone through two acquisitions. My role now is Head of IT Service, and I look after all end-user devices, software, sales setups, new procurement, and telephony in the business.”

Ben Rich, Group IT Director at Vistry Group

1

Disjointed Systems

The company had multiple providers and solutions for telephony, resulting in confusion and inefficiencies across the business.

2

CRM Integration

The transition to Microsoft Teams from Skype led to the loss of CRM integration, meaning customer information was not readily available during calls.

3

Lack of Reporting

Microsoft Teams lacked out-of-the-box contact centre reporting, which made managing call queues and agent performance difficult.

VISTRY GROUP CHALLENGES

Vistry Group was facing several key challenges.

Ben explains, “*With the progression to Teams from Skype, we lost the ability to see CRM information when a customer called in.*”

Teams also has no out-of-the-box reporting and lacks some fundamental contact centre features.

These issues impacted customer service as agents had to manually look up customer details, adding delays and inefficiencies.”



THE SOLUTION



Vistry Group faced several communication challenges that impacted operational efficiency and customer service. The complexity of managing multiple systems, the loss of CRM integration during the transition to Microsoft Teams, and the absence of robust reporting features created friction across teams and hindered the company's ability to provide seamless service.



Disjointed Systems - C360 streamlined communication by consolidating all channels. Voice, email, and video into one integrated platform, simplifying management and improving team coordination.



CRM Integration Loss - C360 seamlessly integrated with Dynamics CRM, ensuring that customer data was immediately accessible during calls, eliminating delays and improving service efficiency.



Lack of Reporting - C360 provided comprehensive reporting and analytics, enabling Vistry Group to track performance, manage agents, and optimise customer service.



THE IMPLEMENTATION

The implementation process was straightforward, with Vistry Group's IT team being able to configure the environment and roll it out across 26 business units quickly.

While they encountered some limitations, mostly due to Microsoft's restrictions, the team found Conversant's support invaluable.



Ben notes, “Implementation was so simple for us – we configured the environment and rolled it out to 26 business units quickly, with support from Alec and his team when we needed it.”



WHY C360?

Vistry Group evaluated several telephony solutions, including RingCentral, 8x8, and Cirrus. However, the C360 Contact Centre, offered by Conversant Technology, stood out due to its simplicity and seamless integration with Microsoft Teams and Dynamics CRM.



SEAMLESS INTEGRATION

The C360 Contact Centre module integrated smoothly with Microsoft Teams and Dynamics CRM.



ESSENTIAL SIMPLICITY

The solution provided simple but essential contact centre features such as call groups, auto-attendants, and voicemail.



PERSONALISED SUPPORT

The support provided during the FREE trial was amazing, and they answered all questions even though there was no guarantee of a contract at the end.



THE RESULTS

“Support on managing opening and closing times, welcome messages, and voicemails has all become simpler being under one platform,” Ben remarks.

“The customer service teams really like the solution compared to our previous suppliers, which were very clunky to interact with Teams.”



01

Simplified Telephony Management

Managing opening and closing times, welcome messages, and voicemails has become more efficient, as everything is now handled through a single platform.



02

Enhanced Internal Control

Vistry Group appreciated the ability to manage and control the telephony system themselves, allowing for greater autonomy.



03

Improved Customer and Employee Experience

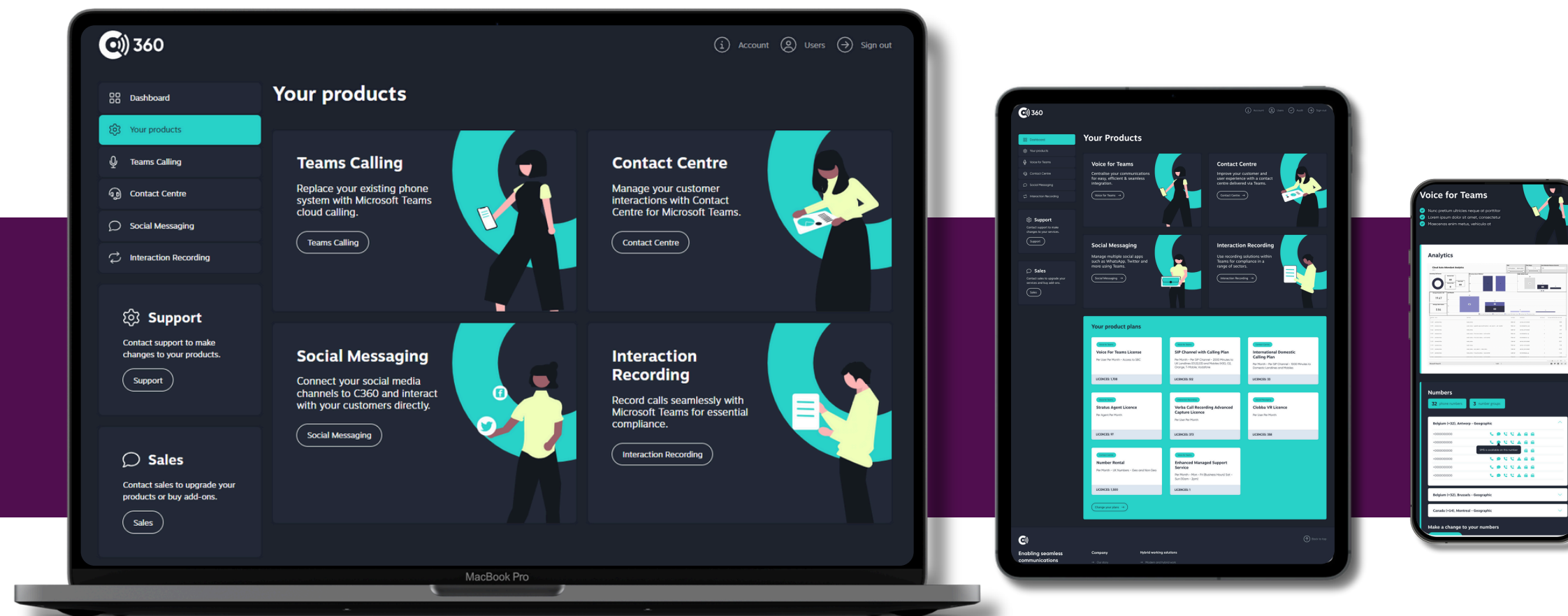
The integration with Microsoft Teams has been seamless, requiring little to no training for staff and enhancing both customer and employee satisfaction.



VISTRY GROUP RECOMMENDS C360



Vistry Group recommends **Conversant's C360 Platform**, especially the Contact Centre module to Housing Developers and businesses seeking an effective Microsoft Teams integration for their contact centre needs, particularly if they are looking for a solution that is simple to manage and configure internally.



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