




## Groupe BARRAINE Streamlines Communications and Unifies Customer Relations with Avaya Cloud Office®



[www.barraine-immo.com](http://www.barraine-immo.com) 

Finding or selling real estate is an important life experience and real estate agents play a key role in providing guidance and advice, so they need to be easily and quickly reachable to respond to their clients' requests. With disparate phone systems across six branch locations, Groupe BARRAINE lacked the agility to meet its customers' needs. With Avaya Cloud Office, the company was able to significantly improve its communications to provide a consistent experience for both employees and customers as it gained flexibility in reaching its team of real estate agents while setting itself up for future growth.

### Family Business in the Business of Growth

A family business created in 1936 by Lucien Barraine, the Groupe BARRAINE is today managed by his grandsons, Olivier and Mathieu Barraine and includes six real estate agencies in Brittany for their 100 employees.

Over the years, the company has enriched its skills to offer a complete range of services: buying, selling and renting, professional real estate, co-ownership and rental management. With its many years of experience, it has also created two subsidiaries dedicated to development and planning and has recently set up an internal customer relations center.

The company has experienced strong growth, mainly due to the acquisition of agencies in the Brittany region. Each agency had kept its own telephone system with its own maintenance contract, which made management more complex in terms of monitoring costs and services. In addition to this search for unification, Groupe BARRAINE also wanted more scalability to be able to quickly add new users or offices as they grow. They desired more autonomy to bring responsiveness to their business and a better customer experience with real estate agents who are directly reachable on a unique number even when traveling as well as the ability to redirect calls to available employees in case of non-response.

### **Cloud Innovation with the Customer at the Forefront**

The Groupe BARRAINE entrusted Telsi, expert solutions to improve the customer relationship, with an inventory of the telecom infrastructures of the six agencies. Through its "Consulting" entity, Telsi brought its vision and expertise of the market to present the different solutions with regard to the needs and expected benefits. On the advice of Telsi, the Groupe BARRAINE chose to deploy Avaya Cloud Office® by RingCentral the all-in-one communication and collaboration solution in the cloud.

The deployment of the solution to the six agencies followed the client's desired schedule. At each stage, Groupe BARRAINE benefited from the support of the Avaya project team and Customer Success team in France which offered online support and training in French for maximum efficiency and user-friendliness, and to optimize the speed of adoption. Aurélie Cloarec, assistant manager in charge of telephony for Groupe BARRAINE confirms: "The proximity of the Avaya France deployment teams and their involvement in the project was a key element for us. As a small organization without a dedicated IT team, we were able to successfully complete the project thanks to their support."

The Groupe BARRAINE now benefits from a single point of contact for its telephony, freeing it from the maintenance and assistance costs of multiple external service providers. Each employee has their own direct telephone number on which they can be reached at their desk, on the road via the softphone on a computer, or from the mobile application on a cell phone. Calls that arrive in the branch can be redirected to another correspondent, another branch or the call center which is completely seamless for the customer. This was the case when a branch had an electrical problem and could no longer be reached. All calls were redirected to another branch while power was restored, avoiding unanswered calls and missed opportunities.



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—**Aurélie Cloarec**, Assistant Manager in charge of telephony for Groupe BARRAINE



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—Aurélie Cloarec, Assistant Manager in charge of telephony for Groupe BARRAINE



Avaya Cloud Office also provides detailed call analytics. This is an important point for Franck Follet, Marketing Director of Groupe BARRAINE, to ensure the best possible customer experience. He explains: "We place a great deal of importance on being able to respond as quickly as possible to our customers. They must be able to reach one of our employees at any time. If calls go unanswered, we need to understand why.

"Avaya Cloud Office has allowed us to streamline our telephony costs and give us flexibility in terms of scalability. We are now completely autonomous to make the desired changes in time, such as adding new employees or changing our greeting," adds Aurélie Cloarec.

The solution is also completely scalable to support the company's growth strategy both with the arrival of new employees in an agency or a new agency to the business.



## About Group Barraine

Groupe BARRAINE is a family business created in 1936 by Lucien Barraine. It is managed today by his grand sons, Olivier et Mathieu Barraine. With over 100 employees, it regroups 6 branches of real estate agencies in Brittany, France.



## About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter.

Learn more at [www.avaya.com](https://www.avaya.com).

### CHALLENGES

- Disparate telephony solutions with different contracts
- Lack of flexibility to easily reach more than 100 employees
- Difficulties in administration at the configuration and maintenance level

### VALUE CREATED

- Improved customer experience with a single number to reach an agent resulting in better call completion rates
- Intuitive administration interface
- A scalable solution to support the company's growth

### SOLUTION USED

- Avaya Cloud Office® by RingCentral





**Telsi®**

### About Telsi

At TELSI, we are convinced that the choice of tools must be dictated by the operational need. Our approach is thus centered on the business and uses of our customers. Since 2009, we have supported the quality and performance objectives of customer relations centers by offering them value-added solutions, adapted to their objectives and their budget.

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