

Customer EXPERIENCE

ABOUT BETTER HOMES

Leading the way in Dubai real estate for over 20 years, Better Homes has the best selection of property in the region; selling, leasing, and managing more properties than any other agency in the Gulf. Better Homes is one of the most respected names in the Middle East with a reputation for professional care and expertise.

From a one woman company, today Better Homes employs around 400 fully trained and certified real estate professionals. Its range of services has grown from leasing to sales, property management and consultancy. Its Project Sales & Marketing Division has forged exclusive agreements with several of the world's top developers and landlords, giving it a distinct advantage in the variety and number of its real estate offerings.

Better Homes has pioneered many new concepts in the market. Amongst these, the concept of short-term rentals for business or vacation and an innovative online property search facility that offers real-time property listings by type, price and location. With a dynamic management team, solid reputation and innovative ideas, Better Homes continues to set the standards of professionalism in the real estate industry.

CUSTOMER NEEDS

- Increased capability to handle high volume of calls
- Single telephone system for multiple offices
- To set up a Contact Centre to improve customer care
- To introduce mobile working to sales team

“The Mitel IP solution has given Better Homes a next generation communications system that will evolve with the business in terms of growth and discovering new ways to work.”

– Deepali Dhanrajani,
Office Manager, Better Homes



Better Homes delivers world-class customer service with Mitel IP Solution

Leading the way in Dubai real estate for over 20 years, Better Homes has the best selection of property in the region; selling, leasing, and managing more properties than any other agency in the Gulf. It specialises in sales leasing, short-term rentals, property management, commercial advisory projects, sales and marketing, engineering and interiors.

Due to the huge property boom in Dubai over the last few years, Better Homes experienced phenomenal growth, averaging four new offices per year, starting from three offices in 2003 to 15 offices now and still growing. With this rapid growth, Better Homes recognised that the existing telephone system could no longer cope with the volume of calls and needed to be replaced with next-generation technology.

Scaling up

Better Homes called upon a leading communications solutions provider, to advise them on a new telephone system and after a thorough analysis of their requirements, were recommended a Mitel® IP Solution consisting of the Mitel 3300 IP Communications Platform (ICP) and the Mitel Customer Interaction Solution.

“We were very impressed, from the initial project planning right through to the implementation of the solution and the training. Our old telephone system didn't provide the scalability we required and didn't have voice mail, auto-attendant or the ability to transfer calls. The Mitel IP solution gives us all of these features and the scalability to increase call volumes and support the business growth,” said Deepali Dhanrajani, Office Manager, Better Homes.

The Mitel IP solution is gradually being deployed across the geographically-dispersed offices without causing any disruption to the business.



it's about **YOU**

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel Customer Interactions Solution
- Mitel Your Assistant

RESULTS

- A next generation communications solution that will easily scale to meet the business growth needs
- Contact centre that has improved the effectiveness of call handling and improved customer service significantly
- Provided the sales team with the ability to hot-desk and work remotely – making them more productive and efficient

Putting the customer first

Better Homes prides themselves on delivering outstanding customer service. When they realised that customers were not getting the high quality of calls they required, it was suggested that they set up a contact centre to improve the call handling.

Customers now call the contact centre number and the call is taken by a Customer Care Executive who will make sure that their enquiry is serviced by the appropriate agent. The in-bound calls are integrated into a customer relationship management database, and in the future agents will be able to see the customer's history on screen pop-ups, identifying who they are, if they are a new or an existing customer. This makes the call more personal, which in turn makes the customer feel more valued, leading to repeat business.

The Customer Interaction Solution (contact centre) has significantly improved customer service and now calls are handled more efficiently while waiting times have been significantly reduced.

"The contact centre solution has a full suite of very informative management and reporting capabilities, allowing the contact centre manager to monitor agents performance and plan for busy and quiet periods. We can also record calls and use them in training the agents to further improve our customer service," states Emma Louise Cullen, Director of Customer Relations Management.

On the move

The Better Homes sales team will have the flexibility to work from any office in Dubai with the "hot-desking" functionality, which enables them to sit at any desk and log into a Mitel phone to access their speed dials, voice mail and other customized features.

Likewise the 'Mitel Twinning' functionality will be used, whereby the fixed-line phone and mobile phone ring simultaneously, making it easier for customers to contact the Better Homes staff by only having to remember one contact number.

"We are very pleased with the Mitel IP solution. It has given Better Homes a next generation communications system platform that will evolve with the business in terms of growth and discovering new ways to work," concludes Deepali Dhanrajani, Office Manager, Better Homes.

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