# assembly

Case study
# Creating digital
# advantage_

## ⬛ Background

Being appointed by France's largest independent estate agents, Leggett Immobilier, to review its IT infrastructure and modernise its operations, Assembly has further increased its international reach and presence across Europe. To succeed in today's dynamic digital world, organisations need customer-focused processes designed through a human lens, powered by new digital tools and optimised by a hyper-connected and digitally acculturated workforce.

Started in 1998, Leggett Immobilier has been voted "Best Estate Agency across France" for the last 4 years running, with over 15,500 properties across 400 agent sites. Helping thousands of people from all over the world find their dream home in France – from ruins in need of renovation to some of the most prestigious villas & chateaux. Bi-lingual agents are supported by an inhouse legal & contracts team, accountants, marketing, and IT. Helping clients with financing, money transfer, sourcing surveyors & notaires, managing utilities and even finding suitable schooling. Leggett also has an exclusive arrangement with Hamptons International.
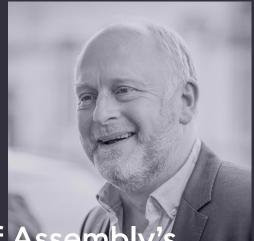
## ⬛ The time to create a digital advantage

Digitalisation is a known game-changer. Innovative digital solutions are cornerstones in steering business into the next century. Throughout history companies and organisations that did not recognise the shift in technology failed to stand the test of time. It is becoming increasingly clear that when organisations are confronted by digital technologies and new customer expectations changes need to be made to their underlying business, IT operations and services to fully leverage the upside of more flexible, frictionless and intuitive ways of thinking.

Creating robust digital operations requires seamlessly integrating relevant technologies with business processes. Maintaining a digital advantage is a challenging task, and companies that fail to understand this are unlikely to maintain any competitive advantage.

## ⬛ The challenge

Historically, Leggett has been at the forefront of embracing technology, trail blazing the early introduction of digital transformation as part of its aims to promote high-level strategic vision and the continued integration of technology into the property sales experience.

Organisations succeeding with digital are reimagining their entire business around clearly articulated principles and integrating traditional business processes with new technologies and approaches. To stay ahead, Leggett needed to seamlessly weave new digital technologies into its business processes to build its competitive advantage:

- ▸ Transition from analogue to digital (over time)
- ▸ Ensure competitive digital operations
- ▸ Empower a connected workforce
- ▸ Build an agile process engine
- ▸ Build a digital foundry

A secure and reliable platform, consisting of intelligent technologies that advances Leggett's value proposition and outcomes.

> ❝
> **The elasticity of Assembly's on-demand managed services and pay-per-use model gives us the ability to innovate and scale. This partnership has brought efficiencies in meeting our IT project objectives and speed business outcomes.**

Trevor Leggett, Founder
Leggett Immobilier

# ↘ assembly

## ↘ How we helped

Possessing a long pedigree of working with this sector, Assembly was ideally placed to become the IT managed service partner to Leggett , with a demonstrable track record of managed services in a diverse range of residential, commercial and industrial property. Providing solutions across the IT stack, including a substantial upgrade to the organisations national network infrastructure.

### Managed Voice

Assembly's managed voice solution has helped Leggett stay on top of the latest technology, cut costs and deliver higher quality customer service. This modern telephony system combines their internet connection, hardware and VoIP (voice over internet protocol) into one advanced cloud package. Whether your business has 4 lines or 50, a managed voice system is able to handle them with ease. You'll only pay for what you need and your costs will be adjusted based on the number of phones you employ.

A managed voice system comes with all the features you've come to expect from traditional phone networks, plus advanced features once only available to the largest of companies. As it's cloud-based there's no longer a need for physical equipment. Along with it's minimal presence, a managed voice system is defined by its ability to be highly flexible and easily upgradeable.

### Managed Network

Assembly's managed network services are helping to simplify and automate Leggett's IT infrastructure. Working in collaboration with their in-house IT team, Assembly is providing a multi-network solution for Leggett to meet all their technical and commercial requirements.

▸ New Cabling infrastructure

▸ New high speed gb LAN and WAN infrastructure

▸ Deployed a fully managed multisite WiFi network across the head office buildings

▸ Deployment of Multi site national voice and data network

▸ Design and National Deployment of Assembly's hosted telephony solution

▸ Design and deployment of a contact centre suite training

## ↘ Features & benefits

▸ Communications infrastructure upgraded to the latest technology

▸ Significantly improved resilience, efficiency and cost effectiveness

▸ Enhanced commitment to service excellence

▸ Cloud technology allows flexibility and heightened resilience with powerful business management software

▸ Security improvements – based on strong firewall protocols, clear policies for staff & consultants

▸ Extensive range of capabilities and features to support training and marketing (including Call Recording)

▸ High performing, private, fibre circuit for speed & reliability

▸ Dedicated account manager & engineer – adding a personal touch to meet every need, learn and provide proactive technical support

## Tell us about your project:

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