

# PROJECT PROFILE

## TD INSURANCE HOME AND AUTO



TD Insurance Home and Auto (TDIHA) is a trademark under which TD Meloche Monnex Group operates. TD Meloche Monnex Group (TDMMG) is the largest direct-response home and auto insurer and one of the top three personal home and auto insurers in Canada. With offices strategically located in Alberta, Ontario, Québec, Nova Scotia and New Brunswick, TD Meloche Monnex Group employs more than 3,800 people Canada-wide. It is a TD Bank Financial Group company.



“Grand & Toy immediately understood the stresses involved in a call-centre role, including the physical aspects of sitting for long hours. The Outpost and ie solutions have been a ‘hit’ with our staff.”

*Michel St.-Pierre, Manager,  
Procurement, TD Meloche Monnex Group*

#### INDUSTRY

Banking/Call Centre

#### PROJECT SCOPE

Project manage the space planning and furniture installation of the new TD Insurance Home and Auto amalgamated call centre in Laval, Quebec

#### GENERAL CONTRACTOR

Construction Albert Jean Ltée

#### DESIGN FIRM

Spatium

#### PRODUCTS

ie Freestanding System - Teknion  
Outpost Architectural Product - Teknion  
Task lights, Articulating monitor stands  
and CPU holders - Humanscale



Cafeteria

## THE CHALLENGE

Grand & Toy was asked to provide a dynamic, trendy and modern environment for TDIHA's new, amalgamated call centre. At the time, two call centres were in operation — one in downtown Montreal and another in the suburb of St. Laurent. The goal of the project was to merge the two locations into one, creating the largest call centre in Laval, Quebec.

It was important the new office environment was one that would be welcoming and engaging to the staff analysts at the two call centres, who were between the ages of 22 and 35. Another key objective was to provide managers with clear access to associates in order to provide them with assistance, coaching, supervision, and answers to questions.

In an effort to obtain ideas for the eventual look of the space, Michel St.-Pierre, Manager, Procurement, TD Meloche Monnex Group visited call centres around the world. He was looking for a new, innovative and effective way to use colours, shapes, and available space. The goal was to provide a workspace with the open and welcoming environment that makes a call centre successful, and that would facilitate easier interaction amongst colleagues. This meant a “jazzy” and updated interior that is bright, open and inviting.

Michel worked with Grand & Toy to determine the specific requirements of the work environment. A full consultation between both parties revealed new building options for the project, including new airflow alternatives, as well as systems to cut down substantially on “white noise” to create a quieter and more calming environment.

Grand & Toy and Michel determined early on that the colour scheme, seating and panel fabrics would have to be chosen with regard to the young age demographic of the staff. A non-traditional work area was chosen to better cater to the lifestyles and interests of the youthful workers. This included the installation of an exercise room, standing Outpost stations, as well as gaming stations, including a Nintendo Wii and Microsoft Xbox, a Foosball (soccer) table and TVs. TDMMG believed such an environment would raise the comfort level among its young staff members, which would ultimately lead to greater productivity.





ie®Pod

## THE SOLUTION

It was important for TD Meloche Monnex Group to work with a partner that was able to provide a full-service solution to the company, because of the numerous components required to complete the installation. This included consultation, liaison with suppliers and complete project management.

Functionality, integration and ease of assembly were the key factors when selecting products to be installed. In addition, TDMMG was looking for aesthetically pleasing items that would appeal to its young staff and present a modern and motivating environment.

The call centre environment traditionally involves long hours in front of a computer, in a stationary position. In response, TDMMG wanted to ensure staff members had the most comfortable surroundings. Grand & Toy proposed a unique solution; one that provided a welcome alternative to the workstation standard while allowing staff members to continue their duties in a comfortable environment.

The Outpost concept – which involves a large vertical post with a computer, monitor and phone attached – provides workers the opportunity to get away from their desks and stretch, as well as presenting a change of environment.

The ie concept – a post and beam structure that acts as an elegant and dynamic architectural framework was an ideal solution for the workspace. The Teknion ie solution was used to create open plan clusters and managerial spaces. Future change can easily be accommodated as the system's inherent flexibility allows for various planning with angle connections at 15-degree intervals.

Aesthetics and functionality were given priority during the installation. Being able to provide both in equal measure was no easy task, but in the end a perfect balance was achieved. Grand & Toy's furniture supply partner Teknion considered every detail of the new environment and addressed each one, right down to the colour scheme and the wiring.

Vertical posts, strategically situated throughout the office space, were installed as inconspicuous covers for the numerous wires and cabling. The final result was a clean, open and inviting environment for the staff members.



Manager Station



Outpost™


“We wanted to make sure that our staff members were comfortable throughout the day and the Outpost idea was a welcome addition to the new environment.”

*Michel St.-Pierre, Manager,  
Procurement, TD Meloche Monnex Group*



Cafeteria





“We needed a partner that had a thorough understanding of the unique requirements of this project, Grand & Toy represented exactly what we needed — a one-stop shop for the entire installation.”

*Michel St.-Pierre, Manager,  
Procurement, TD Meloche Monnex Group*

## THE OUTCOME

Staff members were overwhelmingly pleased with the contemporary design and the incorporation of leisure elements, such as the gaming stations and lounge areas.

“Our ultimate goal was to ensure the staff at TD Insurance Home and Auto was happy and comfortable with the new work environment,” said St.-Pierre. “We also wanted to provide a welcoming workspace that facilitated productivity and efficiency, and with the Grand & Toy installation, we have achieved both.”

## MORE THAN ITEMS IN A CATALOGUE

Create your ideal business environment. As Canada's leading national office interior provider, we deliver fast, efficient and reliable workplace solutions from coast to coast. Whether you're replacing one workstation or redesigning your entire building, we can handle projects of every scope and scale.

You'll benefit from a price advantage that only Grand & Toy can offer. From office products and paper to technology and installation, we can deliver cost savings when you bundle your product and service purchases.

Contact us today and we'll show you how.

[grandandtoy.com/interiors](http://grandandtoy.com/interiors)

1 800 362-2730

**BUREAUSPEC.COM**

### *Head Office*

33 Green Belt Drive,  
Don Mills, Ontario  
M3C 1M1  
416-391-8100  
1-800-362-2730

### *Branch Offices*

Bureau Spec./Montréal  
Calgary  
Dartmouth  
Edmonton  
Fort McMurray  
Fredericton  
Hamilton  
Kingston  
London  
Moncton  
Montréal  
New Liskeard  
Newfoundland  
North Bay  
Ottawa  
Quebec City  
Regina  
Saint John  
Saskatoon  
Sudbury  
Thunder Bay  
Timmins  
Vancouver  
Vaughan  
Victoria  
Waterloo  
Winnipeg