

WORKSPACE  
**Interiors**  
by **G&T GRAND&TOY.**



Project Profile:

TD Insurance  
Home And  
Auto



## The Challenge

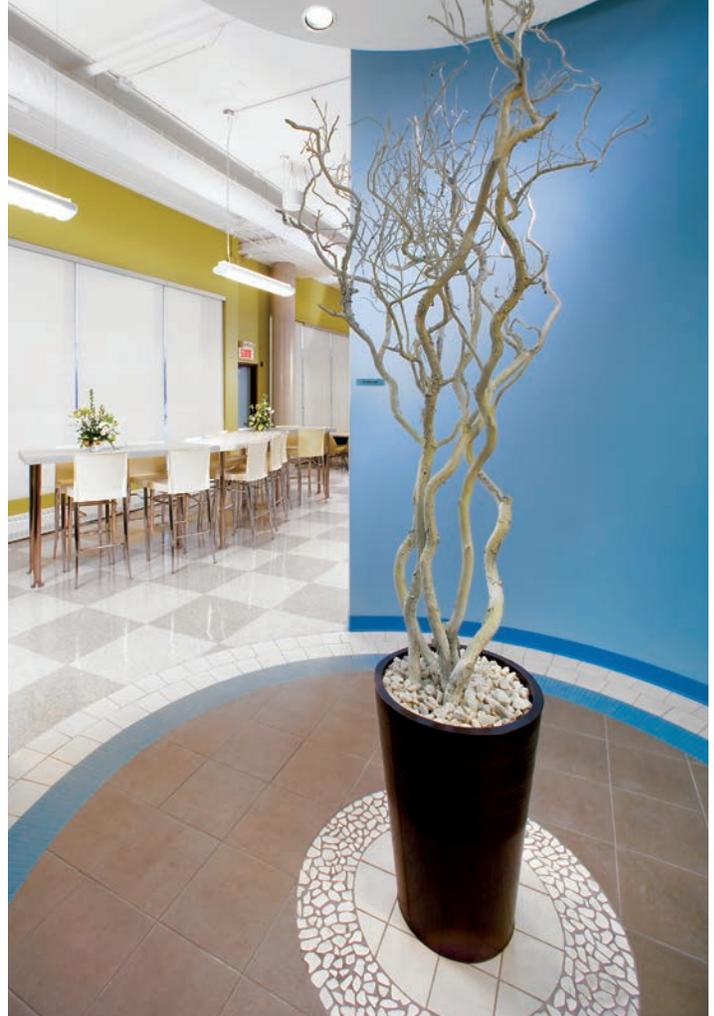
Workspace Interiors was asked to provide a dynamic, trendy and modern environment for TDIHA's new, amalgamated call centre. At the time, two call centres were in operation — one in downtown Montreal and another in the suburb of St. Laurent. The goal of the project was to merge the two locations into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

Workspace Interiors 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 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.



Cafeteria

### 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

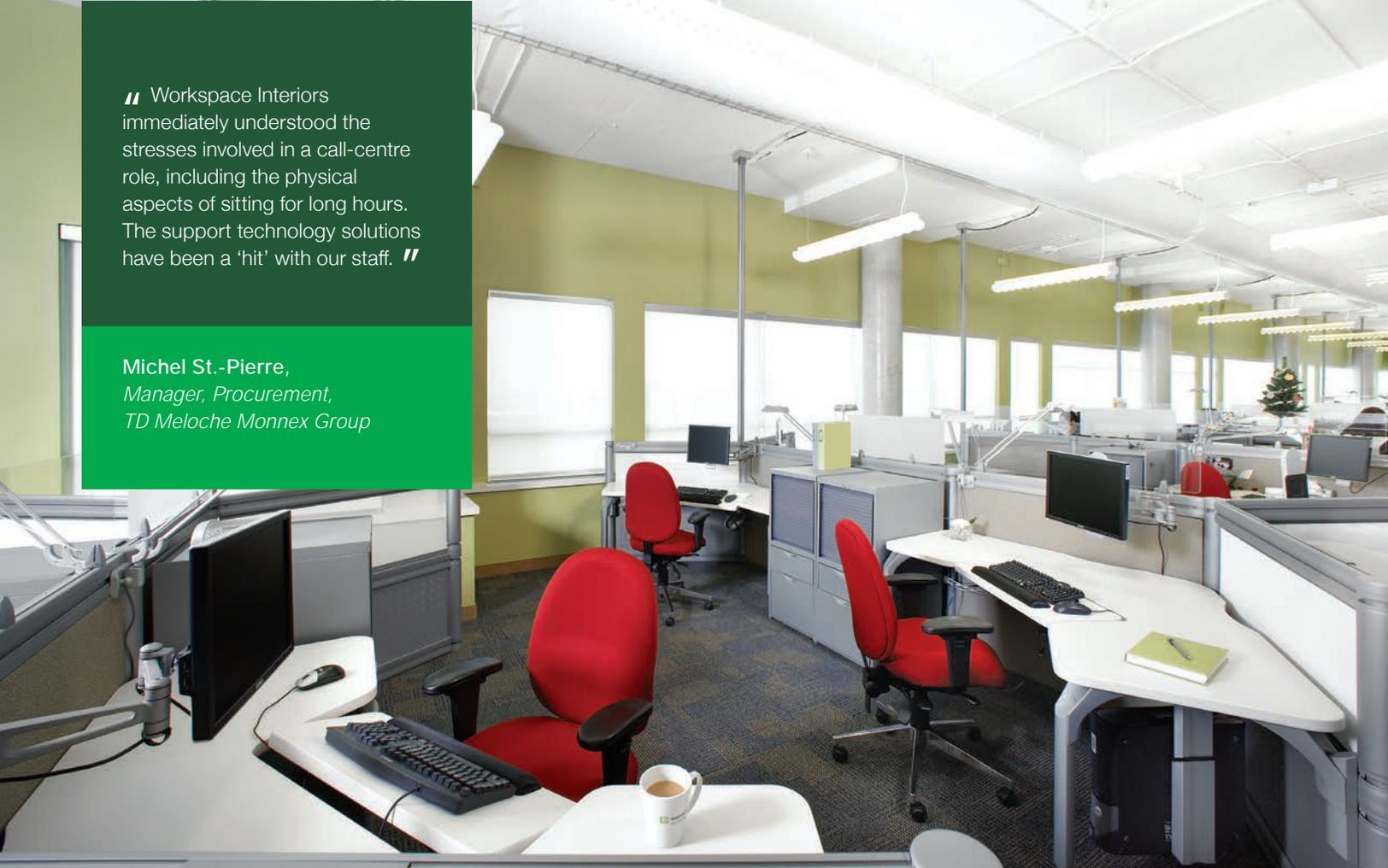
Spatium

### Products

- Freestanding System
- Architectural technology support
- Task lights, Articulating monitor stands and CPU holders - Humanscale

“ Workspace Interiors immediately understood the stresses involved in a call-centre role, including the physical aspects of sitting for long hours. The support technology solutions have been a ‘hit’ with our staff. ”

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



## 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. Workspace Interiors 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.

- **Architectural Technology Support**– 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. A post and beam

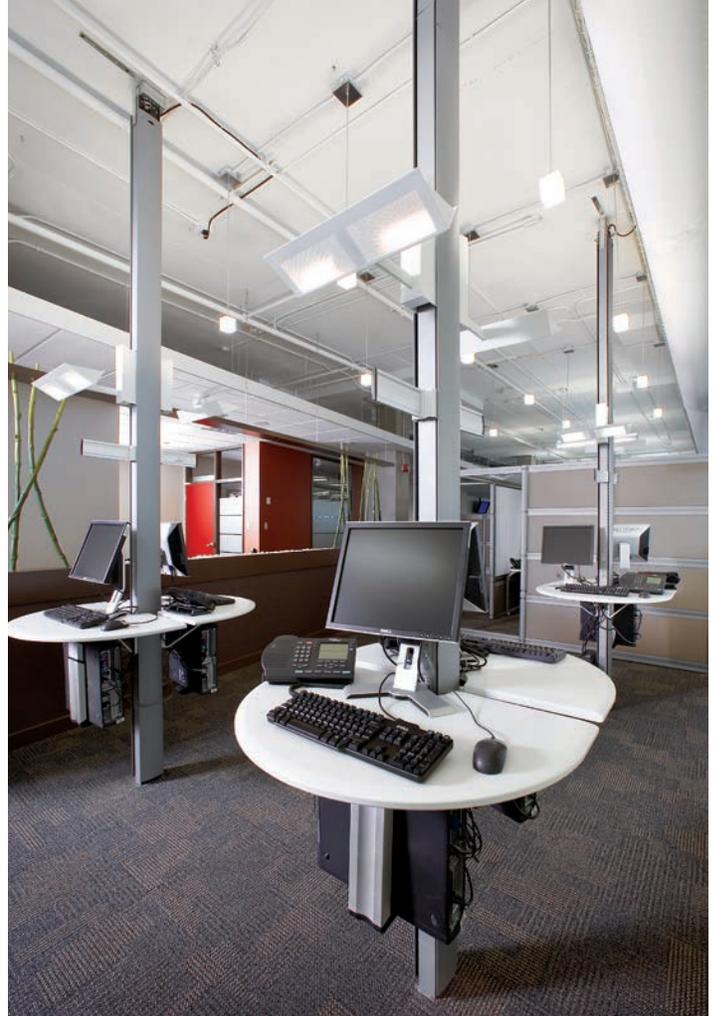
structure that acts as an elegant and dynamic architectural framework was an ideal solution for the workspace. The solution was used to create open plan clusters and managerial spaces. Future change can easily be accommodated as the system’s inherent flexibility allows for various planning with angle 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. Workspace Interiors’ furniture supply partner 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



Architectural Technology Support

**“We wanted to make sure that our staff members were comfortable throughout the day and the technology support 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, Workspace Interiors 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 Workspace Interiors installation, we have achieved both.”

## The Customer

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.



## Interiors With A Difference

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Furthermore, from interiors, technology, print and promotional solutions, to a wide range of office and facility supplies, we can help drive operational efficiencies and cost savings by streamlining your procurement with our complete portfolio of business solutions. In addition, our sustainable business practices and environmentally favourable product offerings will help you get closer to your own sustainable goals.

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