



## A GOOD DAY STARTS WITH A GOOD BREAKFAST

At the Breakfast Club of Canada, they have embraced a strategy that aims to empower every child to realize their full potential. Which is why they make sure students get a nutritious morning meal every day before school starts.

Over 1,300 clubs in the Breakfast Club of Canada help provide a wholesome breakfast to over 150,000 children across Canada, serving upwards of 24.5 million breakfasts each year. As a not-for-profit organization, the Breakfast Club of Canada raises funds to provide assistance to local breakfast clubs, and in some areas, put breakfast directly on the table. But they are about more than just physical nourishment: their Breakfast Makes Me Shine! program helps build skills and self-confidence in volunteers and young participants.

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*Made Easier with Streamlined Communications*



### Opportunity

In the midst of a Canada-wide merger, the Breakfast Club of Canada faced several challenges:

- The organization was trying to merge people who were geographically and culturally diverse – from Vancouver Island to the Maritimes, to the head office in Boucherville, Quebec – but who needed to bond as a team.
- Over 30% of employees work in home offices (some quite remote), but need daily collaboration with their teammates.
- Existing communications was disjointed and costly, and could not provide quality communication across the country.
- The organization was embarking on an ambitious growth plan, at the rate of 30% per year.

As a not-for-profit organization, the Breakfast Club of Canada strives to keep administrative costs modest so more funding can go directly to programs. According to Francois Le May, Finance and Administration Director, “We needed a streamlined country-wide platform that would provide cost-effective communication, but we also wanted to facilitate an exchange of culture in our new organization.”

### Solution

The Avaya solution was geared to create a single, unified communications platform for Breakfast Club of Canada, and includes:

- Avaya IP Office in Boucherville, Toronto and Vancouver, with voice centralized in Boucherville.
- Remote employees across the country are only a 4-digit extension number away, by using Avaya IP phones and various mobile devices.
- Avaya Scopia XT Video Conferencing provides face-to-face communications in Boucherville, Toronto and Vancouver, supporting regular team meetings.
- Avaya’s mobile twinning function, which means employees in the field can make and receive calls from their smartphone or web browser as if they were in the office, without incurring costly long distance charges.

Le May says, “Our people don’t have to watch the clock because of expensive long distance charges, which means they can take the time they need on the phone to collaborate, share best practices and even socialize. It’s helping us build a strong organization.”

### Results

With Avaya IP Office, accommodating rapid growth of remote employees is straightforward. Denyse Filiatreault, Project Manager, says, “As new employees are hired, it’s easy to get them a telephone, computer and printer; and they are set up and ready to communicate with the team. Communications costs per employee are extremely reasonable, and have helped keep administration costs low, while allowing for more collaboration across the country.”