



Zoopla

● **Cloud-based solution to meet business demands** ●

The Background

Zoopla is the UK's most comprehensive property website. It focuses on empowering users with the resources they need to make better-informed property decisions, by combining hundreds of thousands of property listings with market data, local information and community tools. Zoopla has rapidly become the UK's leading online destination for property consumers to search for homes, attracting more than 20 million visits per month.

Zoopla is a customer of Daisy (formerly Alternative).

The Challenge

When re-locating to its new offices, Zoopla saw an opportunity to upgrade from its existing hosted IT and legacy contact centre, to a more complex infrastructure.

The business required multimedia functionality that enabled advanced web chat, and integration with its internal CRM system. However, its existing solution was unable to deliver this affordably. Zoopla needed to find a solution that did – whilst also ensuring it had disaster recovery capabilities.

The Solution

Working with Zoopla's in-house team, Daisy designed a solution based on a virtual data centre (VDC) that satisfied Zoopla's specific functionality requirements, and was more cost-effective. With the presence of the 24/7 network operations centre team both Daisy and Zoopla have visibility and the ability to react as soon as issues are raised regarding the infrastructure at any time of the day.



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The Result

Working with Zoopla's in-house team, the VDC was integrated into Zoopla's existing CRM system to provide a single interface for all contact centre users, at all times. Daisy's SLA ensures that it remains accountable throughout the life of the project.

Zoopla now has a state-of-the-art, cloud-based solution the business demands, together with increased disaster recovery capabilities that gives it the peace of mind that everything is resilient and secure.

We would love to tell your story to our 40,000 monthly website visitors.

If you are a Daisy client and would like us to talk about your company and your experiences on our website, across our social media channels and in the press, simply email us at pressoffice@daisygroup.com with your company name and contact details and we will call you back.

NB: This is a service provided free of charge to our clients and we will include links to your business' website.



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