

## Case Study

# ComputerTalk | NT Power

## 20 Years of Seamless Client Communication with ComputerTalk's ice Contact Center



Reliable Solution



Consistent Team



Addresses Challenges

## Newmarket-Tay Power Distribution Ltd.

Newmarket-Tay Power Distribution Ltd. (NT Power) is an Ontario Energy Board licensed electricity distribution company. NT Power delivers power with pride to almost 50,000 customers within the Town of Newmarket, Town of Midland, and Tay Township.

## NT Power and ice Contact Center

NT Power uses ice Contact Center to streamline customer communication, provide timely information, and offer convenient self-service tools. Customers can call in and access account details, submit water meter readings, and make bill payments. NT Power can proactively reach out to customers about outages, overdue payments, and other essential updates.

## The move to ice Contact Center

### Initial deployment

NT Power began using ComputerTalk's ice Contact Center in 2003 as part of a major refresh to replace their outdated legacy Meridian phone system. At the time, the Meridian system was archaic; with a floppy disk for voicemail backups, limited functionality, and very low call capacity, they were faced with various operational challenges. The need for a more modern, scalable solution to better manage customer calls, payments, and communications drove the decision to seek out a new vendor.

The switch to ice allowed NT Power to move to a more advanced on-premises system. They gained the ability to scale their communications, offering improved inbound and outbound call handling, call prioritization, and customer payment processing. NT Power was particularly drawn to ice Contact Center's strong integration capabilities and the excellent customer support, which stood out compared to other solutions they evaluated. Thanks to these capabilities, ice has become a long-lasting and valuable solution for NT Power, supporting the company for over two decades.

## Migration to the cloud

In 2019, NT Power made the strategic decision to get rid of their PBX system entirely and move their contact center and the majority of their voice operations to the cloud. Given the existing integrations and the proven success of ice Contact Center, it was a logical choice to continue with ice as their cloud solution. Confident in the platform's performance and reliability, NT Power did not explore other vendors. The transition was straightforward, with all functionalities remaining intact and the only change being the shift to using iceAdministrator in a browser-based interface.

## Adapting to evolving needs

Over the past 20 years, NT Power's needs and operations have continued to evolve, and ComputerTalk's ice Contact Center has consistently adapted to meet them—implementing enhancements like splitting customer service queues for better reporting and adding chat functions to reduce inbound call volume.

## Longevity of Relationship

### Proven Reliability

From NT Power's initial on-premises implementation to their later cloud migration, ice Contact Center has been a dependable solution. Even as technology and organizational needs have evolved, ice continues to perform without disruption. Scott Bradley, NT Power's Information Systems Manager, highlighted that the platform's enduring consistency allowed their workflows—some in place since the initial deployment—to operate seamlessly, saving them from frequent reimplementation or rearchitecting.

“ComputerTalk's greatest benefits are its consistency and its ease of use. Knowing what we are getting and getting it every day.”

**Clinton Taylor**  
Business Systems Analyst, NT Power

### Consistency of ComputerTalk's Team

Unlike with other vendors, where frequent personnel changes can disrupt collaboration, NT Power has benefited from a long-term relationship with the same ComputerTalk team. This stability reduces project management overhead and builds mutual trust due to established processes. “We know what we're going to get and who to reach out to,” Bradley noted. This continuity has ensured smooth processes for system upgrades, troubleshooting, and introducing new functionalities like chat.



# 50%

of ComputerTalk staff have been here for 10+ years



## Support with Key Challenges

NT Power values how ComputerTalk listens and responds to their challenges, even when the issues lie outside of ice. For instance, when NT Power faced difficulties with third-party integrations, they found that ComputerTalk not only acknowledged the issues but worked proactively to address them. Bradley described ComputerTalk's approach to these issues as "We hear you. Here's the plan to alleviate those challenges". He noted his appreciation for the team's transparency and responsiveness in such situations.

## The Power of ice

### Ease of Use and Configuration

NT Power has found ice Contact Center to be very user-friendly, especially when it comes to making real-time updates. The NT Power team can easily update broadcast messages and create new Line of Business (LOB) codes without technical hassle, ensuring they can respond quickly to changing business needs. This flexibility is key for their operations, allowing them to respond quickly to changing business needs and keep operations running smoothly.



### Advanced Reporting for Compliance

NT Power has seen significant benefits from using ice's reporting capabilities, which enable them to access detailed insights into their contact center operations.

As a regulated electricity distributor, NT Power must adhere to the Ontario Energy Board's (OEB) rigorous Reporting and Record-Keeping Requirements (RRR), which involve monitoring and reporting critical metrics like first-call resolution, call abandonment rates, and call duration.

By utilizing ice's built-in reporting features, NT Power can quickly identify areas for improvement, such as understanding how unregulated calls (any calls that fall outside of the RRR) affect their performance metrics. These unregulated calls, which fall outside the scope of OEB's RRR, can distort the statistics reported to the Ontario Energy Board. With the help of LOB codes and detailed reporting, NT Power was able to pinpoint and exclude these calls from their key metrics, ensuring more precise and reliable reporting.

**Request a Demo Today**  
[computer-talk.com/request-demo](https://computer-talk.com/request-demo)

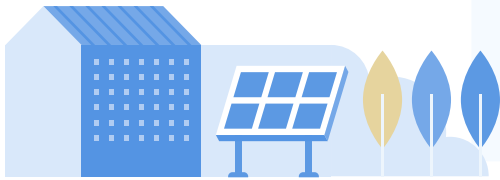
## Looking Ahead

As NT Power continues to evolve its customer service capabilities, the company is looking to further enhance its use of ice Contact Center by integrating additional capabilities such as iceMail, iceSurvey, and iceAlert. These tools will enable NT Power to better engage with customers, gather valuable feedback, and streamline communication processes.

For over 20 years, NT Power and ComputerTalk have exemplified a partnership built on trust, performance, and shared growth. It's a testament to how long-term relationships and reliable solutions drive success, even in dynamic industries.

“ComputerTalk is great to deal with and in terms of vendor spend, good value for money.”

**Scott Bradley**  
Information Systems Manager, NT Power



## About Us

ComputerTalk is the developer of ice Contact Center. ice modernizes the call center with business application integrations, AI, and analytics across all communication channels, helping organizations deliver outstanding customer experiences. As a Microsoft Teams native contact center solution, ice allows users to handle all interactions within a single interface. Founded in 1987 and headquartered in Markham, Canada, ComputerTalk powers enterprise-class contact centers for organizations across the globe.



1-800-410-1051  
computer-talk.com  
computer-talk.com/blogs

[computer-talk.com/request-demo](https://computer-talk.com/request-demo)