



Visual Synergy

Kingfisher Case Study

Kingfisher – Unified Microsoft Teams Collaboration Across Europe

Client Overview

Kingfisher plc is a leading international home improvement company, operating over 1,500 stores across eight European countries. Its portfolio includes renowned brands such as **B&Q** and **Screwfix** in the UK. With a growing need for seamless collaboration between headquarters, regional offices, and large-format stores, Kingfisher sought a modern, scalable Microsoft Teams collaboration solution.

Project Objective

To implement a robust and standardised Microsoft Teams Room system across **all UK offices and key stores across Europe**, supporting:

- Real-time collaboration between HQ, regional offices, and in-store teams
- Training and large-scale company-wide communication
- A consistent, intuitive user experience

Solution Delivered

Visual Synergy deployed a comprehensive **Logitech Tap-based Microsoft Teams Room** solution, tailored to Kingfisher's diverse environments:

1. HQ Collaboration Hubs

At Kingfisher's two UK-based headquarters, immersive and scalable Microsoft Teams Rooms were fully integrated, featuring:

- Logitech Rally Plus systems with dual displays
- Town hall-style meeting spaces for up to 200 attendees
- Ceiling-mounted microphones, intelligent cameras, and large-scale presentation capabilities

2. Regional Offices & Mobile Store Kits

Larger B&Q and Screwfix stores across the UK and Europe were equipped with mobile Teams collaboration kits:

- Logitech Tap with mini-PCs
- Portable screens and all-in-one camera/speaker systems
- Plug-and-play functionality for easy deployment and use

This mobile deployment enables:

- Remote training and workforce engagement
- Real-time collaboration between store teams and HQ

- Operational efficiency across the entire retail network

Ongoing Support Model

Visual Synergy continues to support Kingfisher through a **comprehensive managed services model**, including:

- **Dedicated onsite engineers** at both HQ locations for immediate response
- **Remote support** for all regional offices and stores
- **Hot swap program** ensuring rapid hardware replacement across all European regions

Results & Impact

- Consistent and familiar Teams Room experience across all environments
- Improved cross-functional communication between HQ, stores, and field staff
- Enhanced agility in delivering remote training and live collaboration
- Reduced travel costs and increased sustainability by enabling virtual meetings

Conclusion

Through a scalable and future-proof Microsoft Teams Room deployment, Visual Synergy has empowered Kingfisher to unify its collaboration landscape across the UK and Europe. The solution ensures that whether at headquarters or on the retail floor, every employee is connected, informed, and empowered.