

The Well's Success Story with Regroup

Excellence in Communication & Incident Management



Situated on eight acres in the heart of downtown Toronto, **The Well** is one of Canada's most ambitious mixed-use developments. Representing a **\$1.2 billion investment** and spanning **over 3 million square feet**, the property integrates:

- 1.1 million square feet of office space
- Approximately 1.5 million square feet of residential living (1,700+ suites across seven towers)
- 90,000 square feet of retail space
- A 70,000 square foot food market
- A six-level parking structure with 1,660 spaces

This dynamic environment is home to global brands, boutique retailers, major office tenants, entertainment partners, and a thriving residential community. "With this scale and diversity, **clear, timely communication is not just important—it's essential to ensuring safety, efficiency, and tenant satisfaction** across every part of the development." shares Manjot Kaur, Security Coordinator for The Well.

The Challenge

As The Well transitioned from development to full operations, its Security Operations Center (SOC) held itself to high standards and wanted a solution that would allow the team to communicate with speed, clarity, and accuracy befitting the upscale development.

They needed to be able to reliably reach **thousands of residents, employees, retailers, and visitors** across multiple towers and property types, especially during time-sensitive situations.

Daily communication needs ranged from routine updates to urgent situations, including:

- Elevator outages
- Fire alarms and system testing
- Maintenance disruptions and water leaks
- Construction activity on site
- City road work affecting access
- Severe weather alerts
- Safety events in the surrounding neighborhood

The scale and complexity of these scenarios made manual or fragmented communication methods unacceptable. The Well needed a centralized, fast, and highly targeted mass notification system.

Building the Foundation Together

As a brand-new, large-scale development, The Well's operations team was building communication structures and processes for the very first time. With multiple property types, thousands of occupants and visitors, and a newly established team, there was no long-standing playbook to follow — everything had to be designed, tested, and refined in real time.

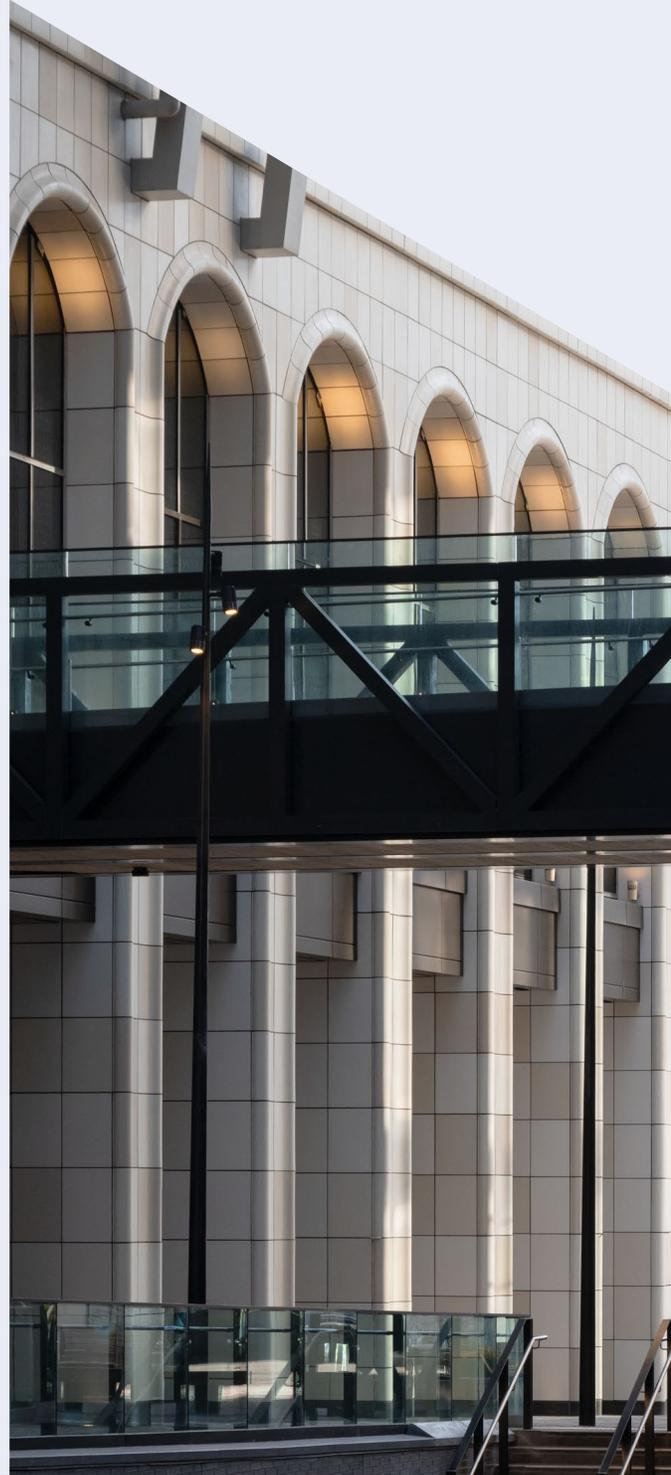
From the beginning, **Regroup operated not just as a vendor, but as a hands-on partner** in shaping how communication would function across the property.

As The Well's team learned what worked best for their unique environment, Regroup supported ongoing refinements to ensure the platform aligned with real operational needs. Together, the teams:

- Developed and adjusted targeting strategies to reflect the property's physical layout and tenant mix
- Refined user roles and communication workflows to support clear decision-making and accountability
- Fine-tuned notification structures to balance speed, clarity, and relevance for different audiences

"Our experience with Regroup's Customer Success Team has been amazing. If we ever needed help, we got it the same day. When we faced a longer-term issue, their communication was always proactive and they stayed on top of the issue, regularly having meetings with my team until we reached a full solution," shared Manjot.

Since implementing Regroup in 2022, the platform has become a core operational tool for The Well's SOC team. "Regroup became more than just a notification tool — it became our operational backbone," Manjot emphasized. "We rely on the platform every day to send both routine and critical messages."



Advanced Targeting with Groups & Segmentation

With seven towers labeled A–G, Regroup’s group segmentation allows the Well’s SOC team to send messages based on recipients’:

- Tower
- Tenant type (commercial, retail, residential)
- Specific operational areas such as the food market or shopping center

“The ability to segment messages by tenant type, location, or urgency has allowed us to be both efficient and precise, an absolute necessity in a development of this magnitude,” shared Manjot. “This level of targeting is vital in a property where a single incident may affect one tower, one tenant group, or the entire development”.

Speed & Precision at Scale

Regroup enables the team to deliver the right message to the right audience in under a minute. Dispatchers can issue alerts almost instantly using pre-built templates for both the start and end of incidents.

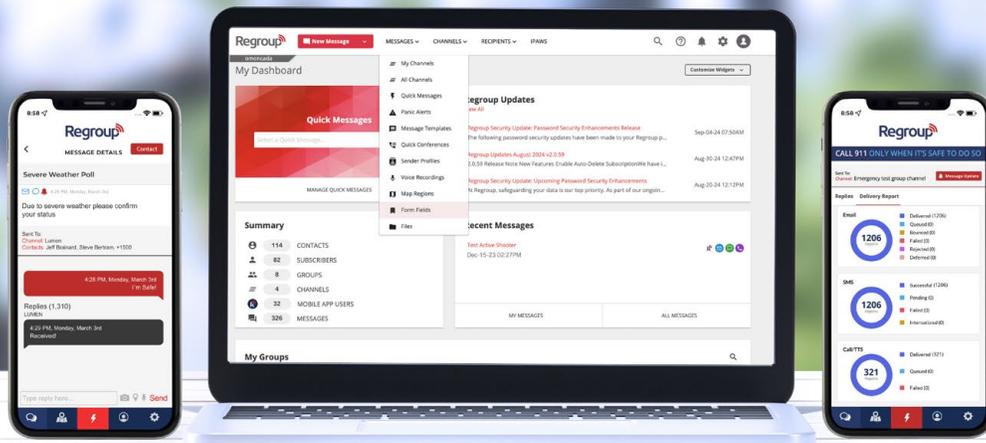
Communications are strategically tiered by urgency. Non urgent updates are sent by email, while more consequential messages are sent via SMS or voice calls to ensure important information is received immediately, wherever recipients may be.

Beyond Emergencies: Building Community

While Regroup was implemented for emergency communication, its impact has extended far beyond incident response.

Regroup’s platform allows tenants to communicate directly with the SOC team, improving response times, situational awareness, and trust between property management and occupants.

The Well also uses the platform to share information about community events and on-site activities that people don’t want to miss. Tenants consistently express appreciation for the proactive communication style, noting that it provides peace of mind and reinforces a strong sense of safety and belonging.



Conclusion

In an environment as complex and high-profile as The Well, communication can mean the difference between chaos and calm. Regroup has enabled the property to build a reliable, precise, and resilient communication ecosystem that supports daily operations and critical incidents alike.

The scale and complexity of The Well's implementation, combined with the team's consistent and innovative use of the platform, have set a new benchmark for communication in mixed-use communities. Just as important has been the strong partnership between The Well and Regroup — a shared commitment to safety, clarity, and continuous improvement.

These combined efforts were recognized with **The Well receiving Regroup's 2025 Regroup Readiness Award**, an honor that reflects not just successful adoption of a platform, but leadership in building a proactive, prepared, and highly connected community.

More than a technology provider, Regroup has been a true partner — responsive, adaptable, and deeply committed to The Well's success. Together, they have helped ensure that The Well is not only a landmark destination in Toronto, but also a safe, connected, and forward-thinking urban community.



Ready to see what Regroup can do for your community?
Schedule a customized demo today at regroup.com/demo.



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