

a2o Architectuur improves response times and wins more business with BlackBerry solution

a2o Architectuur is an architecture agency based in the Hague area of the Netherlands, which designs and consults on architectural projects. Owned and run by Mike Antonissen, the agency mainly works for clients in the private sector, helping them with designs for the construction or conversion of houses and offices. Mike mainly works on small assignments with specific design challenges, such as healthcare and veterinary clinics, for projects across Europe.

The Challenge

Mike spends a lot of time on the road visiting clients. Since the business has to function even when he is away from his office, he needs daily access to email and special design software to deliver a consistent service to his clients. Mike mostly uses public transport to travel to clients which allows him to work while travelling, and to use his time most effectively, he was needed a reliable mobile solution. "At the office I work with Microsoft Office software, but while travelling to a client I could never access these programs on my mobile device", he explains.

It was also vital for Mike to have a reliable and high-quality way to present architectural designs on a mobile device. "Images and impressions are essential for an architect to show to his clients. Without the ability to show concepts and designs on my mobile device, I just can't do my work properly", he explains.

Key Benefits

- Improved work efficiency and flexibility
- Faster customer response increases satisfaction
- Improved new business lead conversion

The Solution

Mike is now using a BlackBerry® smartphone as his mobile office which is key to supporting his relationships with clients. As well as mobile email and being able to use Microsoft Office programs remotely, design software has been loaded onto his BlackBerry smartphone, allowing him to access the office environment at any time and from virtually anywhere.

“A mobile solution is essential for me, since personal contact and consultation create the best results. With my BlackBerry I am available for customers at any place and time”, says Mike. He was looking for a solution that could take and display high quality pictures and the built-in camera on the BlackBerry smartphone provides this advantage for him. The pictures he takes are often used for projects and in designs, and Mike has come to rely on this camera for his work. Another feature that he uses regularly for work is Facebook for BlackBerry and LinkedIn, which allows him to showcase designs and pictures to current and prospective clients via social media.

The Benefits

Using the BlackBerry® solution has helped Mike become more flexible and efficient. His customers are more satisfied as he can now deliver a better quality service at all times using his BlackBerry smartphone. “With my BlackBerry I am always accessible to my clients, and I can provide them the best service, with no limitations”, he explains. The solution has also led to Mike winning more business as he can follow up on leads even when he is out of the office. “The possibility to easily and quickly communicate via my BlackBerry has a positive impact on my business. During my vacation I was contacted by a prospect, and I was able to quickly respond to his question. This timely turn around made him decide to work with a2o Architectuur immediately”, he concludes.



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Mike Antonissen
founder
a2o Architectuur Information Systems

Industry:
Professional Services - Architecture

Region:
Netherlands

Company Size:
SoHo

Solution:
BlackBerry® smartphones
BlackBerry® Internet Service
Facebook for BlackBerry

 **BlackBerry®**