

BlackBerry App By Spice Labs Helps Customer Satisfaction For Major Manufacturer and Facilitate Expense Reports



Industry:
Manufacturing & Technology

Region:
India

Company Size:
Large Enterprise (2,500+ employees)

Email Platform:
IBM® Lotus® Domino®

Solutions:
mKconnect™ Application by
Spice Labs® Pvt Ltd.

Key Benefits:

- Quicker access to information database
- More informed workforce
- Increased competitiveness
- Easier and quicker process for expense report filing and reimbursement

Havells India Ltd (Havells) is a billion-dollar-plus organization having 94 branches in over 50 countries, and is a large Indian electrical and power distribution equipment manufacturer with products ranging from Industrial & Domestic Circuit Protection Switchgear, Cables & Wires, Motors, Fans, Power Capacitors, CFL Lamps, Luminaires for Domestic, Commercial & Industrial applications, Modular Switches, Water Heaters and Domestic Appliances covering the entire gamut of household, commercial and industrial electrical needs. Havells owns some prestigious global brands like Crabtree, Sylvania, Concord, Luminance and Standard.

Like many companies, Havells has a large sales team that struggled with accessing information and staying connected while away from the office. For sales calls and presentations, the team needed to retrieve the latest company information. But corporate issued laptops always required a reliable Internet connection and retrieving information over them was often cumbersome. Easy and quick access was also important when the salespeople had multiple meetings scheduled and needed current information on the move.

Due to frequent off-site meetings and travel, the team had to fill out expense reports. Since the reports at the time were paper-based, they were time consuming to complete, with no tracking mechanism and there were often long delays before they were submitted. This made manager approval more difficult and prevented a quick turnaround for reimbursements and meant that the sales force wasted valuable time accessing and submitting expenses information.

The BlackBerry Advantage:

To increase efficiency, Havells deployed 1,200 BlackBerry® smartphones to their sales teams. The devices were equipped with a Customer Relationship Management (CRM) application called mKconnect, developed by Spice

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~ Vivek Khanna, Vice President - Finance & IT at Havells

Lab Private Ltd. The mKconnect application allows the sales team, in almost real-time, to access the Havells corporate database and have secure mobile access to customer data, credit approval information and purchase order documents. In addition to numerous other employee services that help the sales team serve customers better and be well-prepared for meetings.

“The various approval services employees can now access from the field, including pricing information, credit clearances and sales approvals mean that response time can be almost immediate, thereby vastly increasing the productivity and competitiveness of employees” said Vivek Khanna, Vice President - Finance & IT at Havells.

Filing expense reports in a timely and efficient manner has also been resolved by the deployment of BlackBerry smartphones. Expenditures are now submitted using the application’s Employee Self Serve (ESS) feature. This feature has a built-in tracking mechanism so employees can follow up on their expense report claims and know if they have been approved and when they will be reimbursed.

“The BlackBerry solution makes the entire expense report process seamless, fast, with full tracking and has helped eliminate delays in reimbursement payments” said Vivek.

www.blackberry.com/go/success



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