



BlackBerry Customer Success Story



Jindal Steel & Power Ltd. (Jindal) is a private steel producer in India, with an annual revenue of over \$2 billion. It manufactures and sells sponge iron, low carbon steel (also known as mild steel) slabs, ferro chrome, iron ore and mild steel. The company is also involved in power generation to meet the growing need for power in the country.

Industry: Energy and Infrastructure

Region: Asia Pacific

Company Size:
Large Enterprise - over 15,000 employees

Email Platform:
Microsoft® Exchange

Solution:
BlackBerry® Enterprise Server

BlackBerry Solution Helps Boost Sales Team Productivity On-the-Road

THE CHALLENGE

Jindal faced several challenges. Sales personnel traveled across the country to visit potential customers on a daily basis but were unable to access and update office systems and databases while away. To manage paperwork, they handwrote their notes. When they returned to the office, they manually inputted the information into their computers.

Not only was this time consuming, but it also caused time-lags between when the sales representatives received and recorded client information and when they entered it into the company system back at the office. The delays put the company at risk of inaccuracies caused by human error and/or misinterpretation of data.

It also meant that while sales representatives were out of the office they were unable to answer customer inquiries in a timely manner. The company's approval process was delayed because some responses to sales enquiries required management approval and these senior personnel would not hear about the issues while sales staff were away.

THE SOLUTION

Jindal equipped 200 sales staff with BlackBerry® smartphones in order to view emails, retrieve customer information and respond to inquiries while away from the office. To assist, the company integrated a custom application by BlackBerry® Alliance Member, Indience InfoSystems Pvt. Ltd. The custom application is designed so that the company's sales team can enter data after a client meeting and the information is then synchronized between the BlackBerry smartphone and the company's central IT system. Sales staff no longer have to wait until they are back in the office to input the data from a meeting.

In addition, the custom application allows senior executives to view the updated customer information almost immediately after it has been entered by the employee. With that, time sensitive issues are now more easily approved and the approval process is expedited which helps reduce the overlap of effort between people.

JINDAL'S BENEFITS

The BlackBerry solution provides Jindal with everything it needs to manage its internal communications. Its sales team can continue to work when out of the office and have the ability to respond to customer questions almost immediately.

“BlackBerry smartphones are very practical and have helped increase the productivity of the sales team using them” said A. K. Gupta, Assistant General Manager for Corporate IT, Jindal Steel & Power Ltd. “Sales executives can now respond to requests almost instantaneously and less time is now wasted when they are on the road.”

BlackBerry smartphones and the custom application by Indience InfoSystems Pvt. Ltd. have helped users input data in to the system during meetings with customers. As a result, Jindal discovered that it reduced inaccuracies in their data collection and recording keeping.

Jindal’s management team has also been able to manage customer needs and requests more quickly. This improvement is helping to shorten the sales cycle; if sales contracts need to be approved, approval can take place using the BlackBerry smartphone rather than having to do it in person. Customers appreciate the quick responses, which is helping to increase customer satisfaction and retention.

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A. K. Gupta
Assistant General Manager for Corporate IT
Jindal Steel & Power Ltd.

KEY BENEFITS

- Helped Improve productivity
 - Faster response times to customers
 - Less risk of human error
 - Quicker approval process
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