



BlackBerry Customer Success Story



Office Technology Firm Increases Productivity with Help from BlackBerry Solution

Celebrating 90 years of innovation, Pitney Bowes Inc. is a global technology company whose products, services and solutions deliver value within the mailstream and beyond. Pitney Bowes Canada was established in 1923 and today has approximately 1,800 employees throughout the country and Canadian head office operations in Mississauga, Ontario. Pitney Bowes is considered one of Canada's largest independent suppliers of multifunction devices, color printers, copiers and fax machines, as well as document management services and mailing systems.

Industry: Manufacturing & Technology

Region: North America

Company Size:
Large Enterprise – 1,550 Employees

Email Platform:
Microsoft® Exchange

Solution: Antenna™ Software and Salesforce® Mobile by Salesforce.com®

THE CHALLENGES

Pitney Bowes Canada had two challenges – one that affected its field service technicians and the other its sales force. First, its field service technicians were using mainframe terminal emulation on a wireless device to manage service calls, which was slow and cumbersome. Second, its sales force was limited to laptop connectivity to manage sales account details, which wasn't always convenient when they were on the road.

Under the previous solution, Pitney Bowes Canada's field service technicians had to login to their wireless device, which was connected to a legacy mainframe server via a GSM APN using a Bluetooth® connected cell phone, to process call details. Once on the mainframe, they had to scroll through multiple screens on their device to reach the information they required. These cumbersome steps led many technicians to wait until the end of the day before providing details of their calls. The resulting delays meant real time updates were not available and performance results were often skewed.

Pitney Bowes Canada's sales force faced a different, but equally challenging issue. "The firm was undergoing a strategic business transformation, which included implementing a sales force automation solution," said Ake Deutschmann, Director of Information Technology with Pitney Bowes Canada. The sales force had been accessing customer information on their laptops, but couldn't always rely on finding connectivity while on the road and had also found the process of updating sales data labor intensive.

THE SOLUTION

To address the field service technicians' challenges, Pitney Bowes decided to leverage its existing investment in the BlackBerry® solution. The company had already deployed close to 800 BlackBerry® smartphones to its sales teams, as well as staff in operations and management. Working with Antenna Software Inc., the company designed an application for the BlackBerry smartphone that allows for near real-time communications with any back-end system.

The Antenna Software application on the BlackBerry solution allows field service technicians to easily enter service call information while they are at a customer's site, as opposed to writing it down and entering it into the system later. If a part is required that is not in their trunk stock, an order is placed for next day delivery – all initiated from the BlackBerry smartphone. The solution offers greater ease of use and functionality than the pre-existing process.

“The BlackBerry solution is helping our field service technicians and strategic sales force to better understand and plan their business and to communicate more effectively with clients. It’s helped to increase productivity, while reducing costs in our supply chain and provides better visibility into our interactions with customers.”

Ake Deutschmann
Director of Information Technology
Pitney Bowes Canada

KEY BENEFITS

- Increase in field service technician productivity
 - Reduced costs in the supply chain
 - Better visibility into customer relationships
 - Improved customer service and retention
-

To address its sales force challenge, Pitney Bowes Canada rolled out Salesforce Mobile for BlackBerry smartphones from Salesforce.com. The app provides virtually immediate access to sales and customer information on a BlackBerry smartphone. As a result, the sales force has an easy-to-use interface to log-in to the company’s customer relationship management (CRM) system and can access details and account history while on the road or after business hours. In addition, they have the advantage of using BlackBerry smartphones for phone and email communications.

“We used to have a mixed environment with various wireless devices, but we decided to standardize on the BlackBerry solution because it was much easier to manage,” said Ake Deutschmann. “With our mobile applications, we feel we can now easily migrate from one generation of BlackBerry smartphones to the next without any issues. It was a better support experience for us.”

PITNEY BOWES CANADA’S BENEFITS

The BlackBerry solution has provided a number of benefits to the firm, both for field service technicians and the sales force.

When it comes to the field service technicians, the BlackBerry solution has allowed Pitney Bowes Canada to better manage workloads. The company has been able to reduce the number of technicians required in a given territory because they can better manage and distribute the work, even with the same volume of customer calls. According to Pitney Bowes Canada, the company has also seen a return on its investment in the new BlackBerry solution in less than 18 months.

The field service technicians’ solution has also contributed to reducing inventory levels and the associated costs, resulting in significant savings across the supply chain. Field service technicians can now check product availability before placing a customer order; if the item is in stock, they can avoid paying premium price for next-day delivery. They also have the ability to see the status of orders without having to make a phone call, a convenience that helps to increase productivity.

Additionally, the new solution connects to a web-based customer-service interface, so customers can visit the company’s website, create a service call in the mainframe, and automatically dispatch a technician. This helps to reduce calls going into the call center while improving customer service.

“Our new field force solution contributes to delivering better customer service because the feedback is more immediate,” says Wayne Maltby, Manager, Service Operations for Pitney Bowes Canada. “With the BlackBerry solution we get a better set of reports, so we can measure our business and check back with customers to see that we’re meeting our service level agreements.”

The sales force solution on the BlackBerry smartphone is helping Pitney Bowes Canada improve business processes and retain customer data in a central repository. Instead of having to login to the CRM system on their laptop and print out information before a site visit, sales people can now look up the information they need, right at a customer site, from their BlackBerry smartphone. While this solution has just recently been implemented, the firm expects it will help improve customer visibility and retention in the long-term.

www.blackberry.com/go/success



Results specific to Pitney Bowes Canada and may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible “AS IS” and “AS AVAILABLE” and without condition, endorsement, guarantee, representation or warranty of any kind by Research In Motion Limited and its affiliated companies (“RIM”) and RIM assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the “Third Party Products and Services”). When you subscribe to Third Party Products and Services you accept that: 1. It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licences prior to installation or use and to comply with the terms of such licences; 2. RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. The limitations and exclusions herein shall apply irrespective of the nature of the cause of action and in no event shall any director, employee, agent, distributor, supplier or independent contractor of RIM have any liability related to your use of the material. © 2011 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Salesforce.com® and Salesforce® Mobile are the property of Salesforce.com and used with permission. All other trademarks are the property of their respective owners. MKT# 39087-001