

Digicore improves response times and communication with BlackBerry solution



Digicore is a South African company providing asset tracking and management solutions for vehicle owners around the world using its C-track system. Operating in 36 countries, Digicore works with major multinational companies, including mining giant BHP Billiton and the Chevron energy company, as well as other leading organisations, including Royal Mail and Yorkshire Severn Trent Water in the UK, and the South Africa Police Services. The company has an annual turnover of about €90 million and has recorded growth of over 50 per cent year-on-year for the past seven years.

The Challenge

Digicore employs over 660 people in South Africa. Eighteen months ago, when the time came to upgrade its sales team's mobile phones, Digicore decided to offer them more than just voice communications. As the business grew and became more global, managers and salespeople were beginning to demand mobile email.

The Solution

Digicore opted for BlackBerry® smartphones using BlackBerry® Enterprise Server for Microsoft® Exchange and began by rolling out the BlackBerry solution to managers. "I believe that to implement any new system successfully, you've got to be sure to get the buy-in from the leaders. That's why I began with the managers," explains Mark Rousseau, Managing Director of Digicore. The firm then deployed BlackBerry smartphones to its sales teams which today use the devices for email, voice, calendaring and web browsing. In addition, some of the sales representatives use the BlackBerry® Browser to access the firm's CRM system via a web services platform. Rousseau says, "I'm very pedantic when it comes to my mobile phone. I've gone through more mobile phones than you can probably imagine. I've had a BlackBerry for 18 months and am very happy with it."

Benefits

Faster sales processes and communications between sales team and customers

Helping digicore to become a paperless business

Immediate return on investment

Reduction in phone bill by 15%

"We are always trying to streamline our processes and turn our company into a paperless business; BlackBerry is the conduit that will make this possible."

Mark Rousseau,
Managing Director of Digicore

The Benefits

"When you've been in business for many years, you get a gut feeling of the success of any implementation. Without having to spend time doing the calculations, we know that BlackBerry is extremely beneficial," says Rousseau. According to him, the speed of business processes and the communications between Digicore's sales teams and customers have improved tremendously.

BlackBerry push technology for email has also replaced the old, paper-based process.

The BlackBerry solution has improved Digicore's sales process. "Sales representatives can email details to the sales office and the estimate can be drawn up and sent to the customer immediately. It keeps sales reps out of the office and in the field, where they should be," says Rousseau.

When asked about user adoption, Rousseau replies, "The directors and managers absolutely love it. They like the ease of use of the BlackBerry smartphones." For directors who travel internationally,

"BlackBerry is more convenient than finding a spot where they can whip out their laptop, put in a 3G card and start downloading emails," says Rousseau.

Digicore has already seen its bill for voice drop by 15 per cent thanks to the BlackBerry solution. "It wasn't our objective, but it's a nice benefit. We will see it drop even more by implementing the application for our service technicians," says Rousseau. He adds that in terms of return on investment, the BlackBerry solution started paying for itself from the first day of its implementation. "We had to buy phones for our staff anyway. With BlackBerry we still get the phone, but we also get the tremendous benefits of mobile email. The monthly price you pay for BlackBerry is paid back each day you use it."

For further information: www.blackberry.com/uk/mobilecrm