

BACARDI-MARTINI CUTS MOBILE PHONE BILL BY 30% WITH BLACKBERRY SOLUTION FOR FIELD SALES TEAM



Bacardi-Martini Limited is one of the largest spirits wholesalers and distributors in the UK drinks trade, with a portfolio of well-known brands that it sells and distributes to on-trade establishments, such as bars and clubs, and off-trade retailers such as cash-and-carry stores and grocers. Some of their top brands include Bacardi Superior Rum, Bombay Sapphire gin and Grey Goose Vodka.

THE CHALLENGE

To serve its wide network of customers, Bacardi-Martini has a field-based sales team. The salespeople work out of their home offices and are responsible for a geographic zone and only occasionally visit the head office in Winchester.

To stay connected to corporate email, the field sales team had to “drag around a heavy laptop” and “find a Wi-Fi hotspot,” says Jay Patel, IT Service Desk Manager. Wireless hotspots are not always easy to find and lead to precious time and money being spent looking for connectivity. The UK Sales Director was convinced that this laptop-based solution was costing him too much money and reducing the productivity of his team.

THE SOLUTION

A few months previously the senior management team, which included the UK Sales Director, had started using BlackBerry® smartphones and quickly “began to see the merits of BlackBerry smartphones,” says Patel. The Sales Director went to the Finance Director with an idea, based on this experience.

When the Finance Director heard about the benefits of using the BlackBerry solution, he turned to Patel who suggested replacing the mobile phones of the 129-person sales team with BlackBerry smartphones. Since the company had already installed BlackBerry® Enterprise Server for IBM® Lotus® Domino®, Patel knew that adding new users wouldn't be an issue. What would pose a potential problem, however, was migrating the address books of the hundred-plus mobile phones to the BlackBerry smartphones. “One of the salespeople had over 700 names in his address book,” says Patel. To help solve the problem, Bacardi-Martini's long-standing mobile operator, Orange, created a new, flexible and customised voice and data tariff for Bacardi-Martini that would offset the cost of the BlackBerry service. Once all the data had been transferred to the BlackBerry smartphones, each user received an email with instructions on how to activate their account on the Domino Server. The migration process began in August 2008 and ran for a total of five months. The BlackBerry smartphones are now used for voice, email, calendar, contacts and tasks. All smartphones are password protected.

BENEFITS

**33% REDUCTION
IN MOBILE PHONE BILLS**

**NO ADDITIONAL
HARDWARE COSTS**

**CONSOLIDATED
COMMUNICATIONS
SOLUTION FOR MOBILE
WORKERS**

**MORE COMPETITIVE
AND IMPROVED
CUSTOMER SERVICE**

“From the point of view of responding quicker to sales queries, BlackBerry will help capture more information and avoid sales being lost to the competition.”

Jay Patel,
IT Service Desk Manager,
Bacardi-Martini

THE BENEFITS

Each month, as a new group of BlackBerry users were activated, Patel saw the monthly phone bill drop dramatically. The company's average mobile phone costs have shrunk by between £7,000 and £10,000 a month, down roughly a third. Not only do the BlackBerry smartphone users benefit from lower call rates, they also appear to be communicating more by email and Lotus Domino® Sametime® instant messaging, and less by phone and texting. Patel goes on to say, "because they traded in their mobile phones for BlackBerry smartphones, it hasn't cost us any more in terms of hardware either." The impact of the BlackBerry solution over the Orange network has exceeded expectations.

Patel is very optimistic about the ability of the BlackBerry solution to deliver the promised productivity gains. The field sales team deals primarily with on-trade customers, who often place orders at the last minute. "From the point of view of responding quicker to sales queries, BlackBerry will help capture more information and avoid sales being lost to the competition," says Patel. The BlackBerry solution has also made the field sales teams more mobile. They can now leave their laptops at home when visiting customers, which is less awkward, and now by having immediate access to information on their BlackBerry smartphones the sales teams are able to conduct up to 1 or 2 more customer visits per day than they used to.

Due to the success of the field sales rollout, Bacardi-Martini plans to extend the BlackBerry solution in 2009 to the rest of the sale force and to other highly mobile staff, such as selected members of the logistics team, at which point three-quarters of the company's 240 employees will be BlackBerry smartphone users. Bacardi-Martini is also considering using the BlackBerry solution for surveying premises. "The salespeople survey bars and clubs to see what drinks within our portfolio they have and what brands are on display. The current system is paper-based. We'd like to make it mobile."

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
BACARDI-MARTINI

