

EXECUTIVE SEARCH FIRM IMPROVES CLIENT SERVICE WITH BLACKBERRY SOLUTION AND SPINVOX



Chris Hardy is a director of EMA Partners UK, which is a member of EMA Partners International, a global partnership of executive search professionals. Present in 37 countries, EMA Partners International has 50 offices and 200 search consultants around the world. Hardy joined EMA Partners UK in July 2008, after working for the South African arm of the business.

THE CHALLENGE

Upon arriving in the UK, one of his first actions was to request a BlackBerry® smartphone. "I wanted to get onto the BlackBerry platform because I was aware that the travel required by this position, particularly throughout the UK, dictated that I had to have easy mobile access to email." In the UK, all of the firm's staff use BlackBerry smartphones, while Hardy estimates that "there is at least 50 per cent usage of BlackBerry smartphones" worldwide among the consultants and partners of EMA Partners International.

Despite many years of using another mobile email solution, Hardy quickly took to his BlackBerry smartphone. As he puts it, "I became used to having all my communications in my hand, in a single, unified stream of messages. All my communications, that is, except for voicemail." Hardy still had to call in to listen to his voicemail messages, which didn't suit his way of working. So when a friend invited him to try a service called SpinVox, he jumped at the chance.

THE SOLUTION

SpinVox is a voice-to-text service that converts voicemail to email messages that are sent to the user's email account. Using it, Hardy can read voicemail messages instead of listening to them. "With BlackBerry, email is pushed in real time to my smartphone. But before SpinVox, I wasn't always able to get my voicemail messages at the same speed."

Hardy signed up for a trial with SpinVox just a couple of months after receiving his BlackBerry smartphone. Impressed with both the service and the quality of the conversion, he signed up all the firm's UK partners for the service.

THE BENEFITS

As Hardy explains, SpinVox fits in perfectly with his BlackBerry smartphone usage. "It's not always easy to hear what a caller is saying. I'd often have to listen to a message two or three times to make sure I understood exactly what it was about, which was a waste of time." Then there was the noise issue. "In places such as trains and airports, it's not always easy to concentrate and hear what the voicemail is saying. Now I read my voicemails as readily as I read my emails," says Hardy.

BENEFITS

**SPEED OF RESPONSE TIME
TO VOICEMAILS**

**VOICEMAILS CAN BE READ
IN AREAS OF LOW
NETWORK COVERAGE**

**MONEY SAVED ON ROAMING
FEES WHEN ABROAD**

**IMPROVED CUSTOMER
CONTACT**

"Thanks to the BlackBerry solution with SpinVox I now consider everything to be mail, whether it's voice or email. I get it efficiently delivered to my smartphone."

*Chris Hardy, Director
EMA Partners UK*

He adds that in some circumstances calling in to listen to voicemail isn't appropriate, but discreetly monitoring email is acceptable. Another added benefit is that, once the voicemail has been received on the BlackBerry smartphone in the form of an email message, Hardy can read it no matter what kind of mobile coverage he has. "I can compose a reply and as soon as I'm back in coverage the BlackBerry smartphone makes sure it is sent." Also, when abroad, Hardy no longer has to make a roaming call to listen to his voicemail. "Thanks to the BlackBerry solution with SpinVox I now consider everything to be mail, whether it's voice or email. I get it efficiently delivered to my smartphone."

Customer contact is very frequent in the executive search business. Hardy works on a handful of highly sensitive assignments at any one time, sitting at the centre of a complex process that requires a great deal of personal contact. "There's an awful lot of communications between me, the candidate, the researcher and the client," says Hardy. "What I enjoy most is the 'textualisation' of my client voicemails. I'm constantly ducking into meetings where I can't have my phone on, but I want to be able to reply to a client call quickly. BlackBerry with SpinVox allows me to do this."

In Hardy's opinion, the advantage of the BlackBerry solution with SpinVox boils down to client service. "I'm forever interrupting my availability, whether because of meetings or travel, and I know that the speed at which I can respond to my clients is quicker now with BlackBerry," says Hardy. "My mobility isn't an issue for my clients; my level of client service is consistently high, no matter where I am."

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

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