



Banco Sabadell improves customer service with BlackBerry solution and NTS

Banco Sabadell is the fourth largest group in Spanish banking, and is comprised of several banks, brands, subsidiary operators and investee companies that operate right across the financial sector. The bank has a staff of over 10,000 employees, who have at their disposal state-of-the-art technology and commercial resources. Banco Sabadell has aimed at recording profitable growth to create value for shareholders, within a framework of quality and good service for which its clients recognise it, just as it is seen with the different quality emblems that Banco Sabadell has been granted with: the only Spanish bank with both the global ISO 9001 certification and the European Gold Seal for Excellence from EFQM.

The group's banks and brands include SabadellAtlántico, Banco Herrero, Banco Urquijo, Solbank and Activo Bank. It has a total network of 1,200 branches across Spain.

The bank's management model focuses on long-term client retention. This it pursues by constantly promoting client loyalty through initiatives and anticipating its clients' needs. The bank offers global products and services, while its staff is qualified to provide consultancy services and is permanently on hand to offer top quality services. These factors encourage long-term, mutually beneficial relationships with clients.

The Challenge

With many of Banco Sabadell's employees often out of the office with customers, they needed to roll out mobile email for their staff to keep in touch, and maintain their competitive advantage of providing top quality services, to their clients. The bank needed its strategic business applications to be mobile, allowing its commercial managers to be more dynamic. In other words, commercial managers needed to have all information and tools available for use on their mobile handset, regardless of the location of their client visit.

Benefits

Improved productivity for mobile employees

Quick and effective customer communications

Increased competitive advantage

Bespoke applications for mobile access and availability



Previously when going on client visits managers would have to carry with them all contracts signed, conditions established, data on the products acquired and the personal details of each client.

The Solution

The bank decided to open a new channel of communication to complement its existing channels, which saw the birth of the so-called "BlackBerry channel". This initially began with the delivery and deployment of over 5,100 BlackBerry® smartphones as well as the installation of a BlackBerry® Enterprise Server, all with the help of NTS, a technology consultancy service provider in the mobile solutions sector and a member of the BlackBerry® Alliance Program. The bank uses a variety of BlackBerry smartphone models and Vodafone network services. When the corporate e-mail was installed for BlackBerry smartphones and it started working with Microsoft Exchange and with Vodafone, a corporate directory was created, which allowed access to contact information on the group's employees. "It is a very useful application for navigating through the bank's organisational structure", says Joan Barrionuevo Martínez, head of the commercial applications department. The corporate directory provides access to a common database, where contact information of all of the group's employees can be found.

It also developed the Séneca application, a simulator allowing commercial managers to consider various possibilities before signing an agreement or offering a product to a client. Using Séneca managers can access commercial data and evaluate whether simulated products should be acquired under certain conditions. "Séneca could previously be used from offices and the web, but by adapting the application for the BlackBerry® solution the bank can adjust its products to its clients' needs at all times. We have now reached a figure of 800 simulations per month, some 40 a day on average", says Joan Barrionuevo Martínez.

A third application provides information on the bank's clients via BlackBerry smartphones. The application allows managers to look at a client's current position before making a visit, helping to adapt services to the client's real needs. Among other information, the managers can access general and contact data, data on commercial activity and the position of accounts.

These applications are now an every-day reality. Banco Sabadell has them installed on the smartphones, but continues to look into future applications, such as collaborative task tools, a workflow of signatures to approve operations, or even application workflows for internal use. All this has improved employee efficiency, cut procedural waiting times and improved time management.

The Benefits

The benefits to Banco Sabadell of the BlackBerry solution are very clear according to Joan Barrionuevo Martínez. The tangible benefits include online access to information and data being constantly updated and centralised. It allows 24x7 access and searches based on refined search criteria. Efficiency improves as client information is constantly updated and response times are shorter. "The BlackBerry solution allows us to improve productivity", says Joan Barrionuevo Martínez.

Non-tangible benefits of the BlackBerry solution, according to Joan Barrionuevo Martínez, include the mobilisation of commercial efforts, "bringing branches closer to clients and making commercial management more dynamic". This has created an effective competitive advantage for the bank. Furthermore, he adds that "the solution allows us to provide better services, adapting our products to each client". This helps "to improve our ability to retain clients, which is an aim for all of us", says the head of Banco Sabadell's department of commercial applications.

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"The BlackBerry solution allows us to improve productivity by having online access to information that is constantly being updated and centralised."

Joan Barrionuevo Martínez
Head of Commercial Applications
Banco Sabadell

NTS is specialised in the development and integration of software solutions aimed at increasing the productivity of its customer's business processes.

It focuses on counselling, consulting and systems implementation, and has developed, since it was founded in 2002, products and services for the most important enterprises in Spain, which means that its technology is currently being used by more than 50,000 users every day.