



Top Bank in Spain Improves Productivity and Customer Service with BlackBerry Solution and OffshoreTech

Banco Sabadell is the fourth largest group in Spanish banking, and is comprised of several banks, brands, subsidiary operators and investment companies that operate right across the financial sector. The bank has a staff of over 10,000 employees, and has state-of-the-art technology and commercial resources at their disposal. Banco Sabadell aims to record profitable growth which will create value for shareholders, within a framework laid out by ethical and professional codes of conduct, while respecting the interests of its various business groups.

The bank's management model focuses on long-term client retention. This is achieved by constantly promoting client loyalty through initiative and anticipating client needs. The bank offers global products and services, while its staff is qualified to provide consultancy and is always on hand to offer top-quality service. These factors support their long-term relationships with their clients.

The Challenge

Banco Sabadell aims to provide and sustain excellent service quality for its clients. With this in mind, the bank required a mobile communications solution, that was scalable and adaptable to its own growth, which would ensure that customer-facing teams who work out of the office would be able to receive email, access corporate and client data and other information while on the move, continuing to provide their high levels of top-quality service. The solution they needed would also have to guarantee high levels of service quality and security.

A solution was needed that would, in the shortest time possible, allow new users to operate the device and, above all, make use of mobile applications to improve the bank's commercial management efficiency and speed up administrative tasks. The solution also needed to scale up along with Banco Sabadell's IT infrastructure, and continue to provide the high levels of service availability that employees had come to expect and rely upon.

Benefits

Improved quality of customer service

Improved employee efficiency

Simplified administrative procedures

Increased mobility

The Solution

The BlackBerry® solution was chosen based on the security and reliability of data transfer provided by the service. Banco Sabadell also decided to implement the BlackBerry solution for the applications that would improve commercial management processes, to ensure that decisions were made in hours, not days, and simplify administrative operations so that business processes were streamlined and efficient even when managers were out of the office.

Initially Banco Sabadell began operating a total of 100 BlackBerry smartphones, that gave employees mobility and allowed them to work even while not in the office. While the bank managed to increase the number of its employees operating BlackBerry® smartphones from 100 users to 700 in less than a year, it also initiated a "BlackBerry For Everyone" program, which was more of a challenge as it extended BlackBerry smartphone usage to over 5000 users. Banco Sabadell needed to adjust its infrastructure to handle this large increase in BlackBerry smartphone users. In the initial phase of the "BlackBerry for Everyone" program, Banco Sabadell deployed BlackBerry smartphones to 4,500 users, a figure that has already increased to over 5000 until reaching stabilisation.

Banco Sabadell currently operates more than 5,000 BlackBerry smartphones with BlackBerry® Enterprise Server for Microsoft® Exchange.

The "BlackBerry for Everyone" project also required a significant resizing of Banco Sabadell's existing infrastructure. The first 700 users worked through one BlackBerry® Enterprise Server and the bank now has 4 BlackBerry Enterprise Servers installed at various locations. This resizing of Banco Sabadell's infrastructure, from one to four BlackBerry Enterprise Servers, was carried out by OffShoreTech, a BlackBerry Alliance partner, providing both high availability and monitoring services.

To establish high availability of the Microsoft® Exchange email platform, Banco Sabadell installed the NeverFail™ clustering service, a clustering platform that uses Active-Passive software that provides a high availability service via BlackBerry smartphones. Banco Sabadell employees are thereby assured of permanent connectivity to critical applications, business continuity and disaster recovery. For the monitoring service, Banco Sabadell opted to use the Boxtone™ solution, an advanced infrastructure monitoring system that monitors communication between BlackBerry smartphones and a company's e-mail server. Boxtone offers real time information and statistics on network performance.

Overall, the BlackBerry solution, with these key applications, has seen Banco Sabadell improve the productivity of over 5000 employees who can now turn downtime into productive time and ensure constant communication and access to important information. This in turn has improved the quality of service provided to clients.

The Benefits

Banco Sabadell decided to use technology to improve its operations. The "BlackBerry For Everyone" program is making successful progress. Employees use the technology to provide outstanding service to their clients, all thanks to the bank's sustained bid for excellence by taking advantage of the many opportunities presented by technology.

Using the BlackBerry solution, the management teams are able to create reports using real-time data, whilst they are travelling, which the head of the bank can review immediately.

"Though the project is still being rolled out, thanks to the BlackBerry solution we have managed to improve employee efficiency and simplify administrative procedures.

BlackBerry smartphones not only allow increased mobility, but also improve the efficiency of our commercial management communications and procedures with head office," said Joan Carles Burgués Cruells, Communications Responsible for Banco Sabadell.

Banco Sabadell has now improved work productivity and customer service quality thanks to the BlackBerry solution.

www.blackberry.co.uk/casestudies

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Joan Carles Burgués Cruells,
Director of Communications,
Banco Sabadell

OffshoreTech provides audit, installation and high level support services for BlackBerry Enterprise Server environments, as well as systems consultancy services for supporting the development of solutions for the BlackBerry platform. Mobility solutions are the backbone of its portfolio of products and services. In addition to its solutions, OffshoreTech deliver installation services and support for BlackBerry® Enterprise Server to large accounts and operators in Spain.