



Spanish bank mobilises its employees with BlackBerry solution and Movilok

Bankinter is a pioneer in internet banking and is one of the top banks in Spain. It was established in 1965 as an industrial bank with the joint participation of Banco Santander and Bank of America. The company went public in 1972, on the Madrid Stock Exchange, at which point it became a completely independent bank from its founders and was transformed into a commercial bank. Since the 1990s, Bankinter has been heavily focused on creating new technologies to challenge the traditional over-the-counter banking, and has set the standard for telephone and internet banking.

Bankinter currently employs 4,500 people and a large percentage of its workers are also shareholders in the company, which strengthens their commitment to the organisation. Bankinter's main aim is to create long-term value for its employees and shareholders, its customers and society as a whole. A key focus of the bank's strategy is driven towards providing excellent customer service.

The Challenge

Six years ago, Bankinter decided it needed to find a mobile solution that would allow it to optimise and increase employee productivity, as well as reduce the time in which they were able to respond to problems. Previously, when executives and the sales team were in meetings or visiting customers, they were not contactable and completely disconnected from the rest of the company.

On the one hand, employees had to be free to work remotely, away from their office workstation. On the other hand, they had to be able to access client information and, at the same time, check their emails on the move without having to connect computer equipment to a network.

The size of the company also set the requirement for a solution that was capable of connecting employees to one another even though they were not necessarily based in the same location. In addition, Bankinter needed a tool that would eliminate the need for its employees to constantly update their contact lists.

Benefits

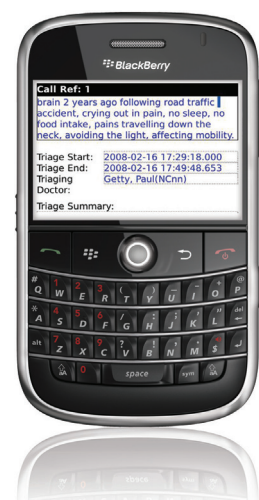
Optimise employee mobility

Secure access to corporate and customer data

Improve client services

Reliable 'push technology' solution for bank

Automatic synchronisation of information



Above: BlackBerry® Bold™ 9000 smartphone with a screenshot of the BlackBerry® Application used by Bankinter.

The Solution

After an unsuccessful attempt at developing a basic html application for Lotus Notes, Bankinter discovered that the BlackBerry® solution was perfectly suited to its needs. It allows employees to check their emails while also allowing the development of applications that would provide access to company intranet information.

In 2003, Bankinter put its faith in BlackBerry® Enterprise Solution from Vodafone. "The transition to BlackBerry smartphones happened almost overnight without a pilot programme, and it was a complete success," says Pedro del Castillo, Director of New Technology at Bankinter. To complement the BlackBerry solution, the bank developed several applications with Movilok, a member of the BlackBerry® Alliance Program, namely 'Engloba' (Encompass) and 'Directorio de Empleados' (Employee Directory).

Encompass consists of a set of applications that Bankinter calls a 'business set'; it includes both a GPS and a CRM system complete with customer information, allowing employees to offer their clients a more personalised service. Using the Employee Directory, employees can access all personnel in the bank by department and location. "The application displays the current and updated state of the employees. If, for example, a call is dropped from a partner that is not listed as a contact, the application will do a reverse look-up to see who called and then add them to the contact list," explains Pedro del Castillo, and continues, "This way the user doesn't have to worry about updating their contact list every time there is a change in staff at the bank."

Bankinter has more than 2,100 BlackBerry® smartphone users, accounting for almost half of its staff. The typical users are executives or sales people who are often required to work out of the office.

The Benefits

Pedro del Castillo is emphatic about the benefits that the BlackBerry solution has provided for Bankinter, "We have been able to make our employees highly mobile so that they can make the most of their time when they are in meetings or with clients," says the Bankinter director of New Technology about the benefits of mobile email. Most importantly for Pedro is that the Encompass application offers employees immediate and mobile access to the company intranet. They can also access and review client information without needing a computer with an internet connection. The Employee Directory application has also improved and simplified communications among the bank's employees.

Employee access to mobile email, the intranet, and client information from an off-site location, coupled with automatic synchronisation of employee contacts information and schedules, has vastly improved the levels of customer service the bank offers and significantly reduced waiting times for answers and decisions. "The computer has become redundant for many of our employees," concludes Pedro del Castillo.

These benefits have provided Bankinter with the ability to quickly respond to customers and improve client services, by turning downtime into productive time, and using 'push technology' to provide real-time information to employees on the road.

Future Plans

The benefits Bankinter has experienced by providing its staff with BlackBerry smartphones has led it to consider the possibility of advancing further with 'push technology', which allows the user to receive personalised information about the customer directly to their device. The bank is also developing other BlackBerry applications which monitor the bank's service quality levels and enable the authorisation of operations from a BlackBerry smartphone.

www.blackberry.co.uk/casestudies

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Pedro del Castillo
Director of New Technology
at Bankinter

MOVILOK simplifies the use of BlackBerry smartphones for our daily activities and develops new innovative uses. The company specialises in the definition and development of software for mobile services and solutions connected to the corporate back-office. It also develops innovative products that take advantage of mobility, focusing on security and strong authentication.