



BlackBerry Customer Success

LTT Vending Group improves phone efficiency by 50% with BlackBerry MVS solution

LTT Vending Group is one of the UK's leading independently owned vending machine companies. Established in the 1960s, LTT Vending today operates from three regional depots in Leeds, Rugby and Lewes, serving a range of industries, including education, healthcare and retail.

KEY BENEFITS

- Improved call experience
 - One number for all calls
 - Full ROI in less than one year
 - 50% cost savings
 - Simplified, centralised user management
 - Seamless mobile/PBX integration
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THE CHALLENGE

LTT Vending wanted to get an even greater return on investment from its existing BlackBerry® solution. Replenishing and servicing the company's estate of vending machines is the responsibility of LTT Vending's merchandisers and technicians, who are backed up by sales and office-based staff. With thousands of automatic vending machines in the field, and total sales in excess of 40 million items per year, organising and performing service updates on vending machines is a complicated task. LTT Vending's merchandisers and technicians needed to be in constant contact with each other and their customers to optimise this process. So a few years ago, the company mobilised email and its customer relationship management (CRM) system with a BlackBerry solution, which resulted in a 10% increase in productivity.

Having such a mobile workforce, however, raised another issue: phone communications. The BlackBerry solution kept users seamlessly in touch with colleagues and customers via email, but things didn't go so smoothly when it came to phone calls. Mobile staff members had two phone numbers: one office and one mobile. Customers and users found this frustrating, as they were constantly playing "phone tag." LTT Vending realised that if it could unify fixed and mobile communications into one solution, it would generate cost savings and improve customer service. "I wanted to professionalise our business. I wanted to stop the phone tag," explains Chris Sutcliffe, group finance director at LTT Vending. "And most of all, I wanted to leverage the BlackBerry infrastructure that was already in place."

THE SOLUTION

"Having used BlackBerry smartphones for a long time, we've always been very interested in the evolution of BlackBerry MVS," said Sutcliffe. "When it came time for us to upgrade our PBX, we were put in touch with a BlackBerry MVS partner and a reseller of a MVS-compatible PBX."

“I wanted to professionalise our business. I wanted to stop phone tag. And most of all, I wanted to leverage the BlackBerry infrastructure that was already in place. By doing this we have improved our phone efficiency by 50%.”

Chris Sutcliffe
group finance director at LTT Vending

Industry: Retail & Wholesale

Region: UK

Solution:

BlackBerry® Mobile Voice System (MVS) with Mitel

Solution:

BlackBerry® Enterprise Server

Mitel® is a global provider of business communications and collaboration software and services. Mitel's Freedom architecture provides the flexibility and simplicity organisations need to support today's dynamic work environment. Through a single cloud-ready software stream, Mitel delivers a powerful suite of advanced communications and collaboration capabilities that provides freedom from walled garden architectures and enables organisations to implement best-of-breed solutions on any network; extends the “in-office” experience anywhere, on any device; and offers a choice of commercial options to fit business needs.

LTT Vending selected Mitel Communications Director (MCD) as the communications platform and entrusted the deployment of BlackBerry® Mobile Voice System (MVS) to Charterhouse Voice and Data, a BlackBerry MVS Certified Integration Specialist. Charterhouse is one of a select group of UK resellers currently working with Research In Motion® (RIM®), and a Mitel and Cisco accredited partner. The three-site UK deployment for LTT Vending was one of the first BlackBerry® MVS with Mitel IP telephony rollouts. It involved a fleet of about 100 users, of which there were only 20-30 desk handsets.

LTT VENDING BENEFITS

BlackBerry MVS unifies Mitel desk phone features with BlackBerry® smartphones for a better call experience. BlackBerry MVS provides one business phone number, one caller ID, and one voice mailbox wherever you go. Whether at work, at home or travelling, users can access the desk phone features they use every day.

LTT Vending has improved customer service and business efficiency with the BlackBerry MVS solution. Employees can be reached through a single number, which results in fewer missed calls and greater accessibility. “It definitely improves our ability to communicate, because people don't have to think twice about where you are and what number to reach you on. They just call one number and MVS finds you.”

BlackBerry MVS with Mitel IP telephony not only improves the call experience, it also simplifies user management. “This is where you really start to see the genius of MVS,” explains Sutcliffe. “You push out the MVS to the BlackBerry smartphones, the Wi-Fi settings, and the VPN profile automatically - the users have nothing to do. They can start using it right away. It's that transparent.” The solution also enables LTT Vending to consolidate and simplify datacentre management since the company can host the Mitel, BlackBerry® Enterprise Server and BlackBerry MVS environments on a virtualisation platform.

Finally, this improved efficiency has led to substantial cost savings. By choosing to deploy BlackBerry MVS with Mitel IP telephony, “we could have a new phone system for substantially less cost than we would have done if I'd had to put new handsets on everyone's desk,” says Sutcliffe. He expects a 50 per cent saving on his communication bill, which will provide a full return on investment for BlackBerry MVS and Mitel MCD in just over a year. Calls from BlackBerry smartphones are routed through the PBX and are therefore handled like landline calls, which are cheaper than mobile calls. When in a Wi-Fi hotspot, calls are routed over the wireless network, again avoiding mobile phone charges. “The Wi-Fi calling works like a dream,” says Sutcliffe.

“Our BlackBerry investment gives us a lot. Above and beyond the mobile email, CMS and telephony, the story of how our company uses BlackBerry to gather data, collaborate and make phone calls really gets people's interest. They see us as cutting-edge and highly professional, which is exactly what BlackBerry makes us,” says Sutcliffe.

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