



Caja Madrid makes its employees and clients mobile with BlackBerry solution

Caja Madrid is one of the largest financial groups in Spain, with a turnover of 273,574 million euros at the close of March 2009. The Caja Madrid Group offers a complete range of products and services for retail, business and private banking, attending to the needs of over seven million clients including consumers, small and medium-sized businesses, large corporations and public and private institutions.

Caja Madrid currently employs 15,538 people and has an extensive distribution network made up of 2,168 offices in Spain. It has an advanced system of additional channels providing 330 Caja Madrid points of sale in external offices (Caja Madrid has an agreement with MAPFRE, a Spanish insurance company, to install offices inside their facilities all around Spain).

The Challenge

Caja Madrid was established over 300 years ago. From its inception, it has searched for ways to make its services available to customers no matter where they are.

With the advent of the Internet and the mobile phone, this was finally made possible.

“For a financial entity such as Caja Madrid, mobility is the natural evolution of customer service, since it satisfies the demands of modern living for our clients and, of course, our employees,” states Jesús Iniesta, Head of Mobility for Caja Madrid.

Caja Madrid needed to open its communication channels and make important internal information available to its employees so they could access it whilst they were on the move, without having to go to the office. The Group also wanted to offer its clients the ability to carry out their most common banking services through the Internet (such as balance enquiries, cash transfers or managing credit cards) in new ways that were not reliant on a teller or computer terminal. Mobile banking would allow customer-access to banking services wherever they found themselves.

Benefits

Highly secure solution for customer information

Used by employees and customers

Access to account information on the move

Ease of use

Stable and highly resilient solution

The Solution

Having examined the alternatives, Caja Madrid selected the BlackBerry® solution provided over Telefonica's network. The Group chose the BlackBerry solution on the basis of its security features. "It offers information encryption at all ends, with a high security level according to the normal standards of the Group's channels" says Iniesta. "What is more, device management and the applications integrated in the BlackBerry solution make third-party solutions unnecessary for us," he adds.

Caja Madrid deployed BlackBerry® Enterprise Server software on four servers along with BlackBerry® smartphones to its employees. The company also began to develop in-house applications to help users optimise the way they work and allow them to access mission-critical work-related information while on the move. An Intranet was created where various documents such as employee phone directories, internal and external news sources, company letters and employee help systems were stored. Additionally, a CRM system was installed containing information relating to the company's seven million clients spanning the last five years. This information can now be accessed by authorised employees from their BlackBerry smartphones.

Caja Madrid also implemented a mobile banking application for BlackBerry smartphone users aimed at all customers from individuals through to large companies. Through its mobile banking application, Caja Madrid now offers more than 62 mobile services to its clients including balance enquiries and payment transactions. Its services aimed at businesses offers users more than 20 services, including completing transactions, cash transfers and managing credit cards. The Caja Madrid Group currently has more than 6,000 client users who manage their transactions through BlackBerry smartphones.

The Benefits

The BlackBerry solution allows Caja Madrid employees to access their daily work content, such as external and internal company news, or information stored in the company's CRM system, when they are on the move. The Intranet also makes the latest management reports available to the senior team no matter where they are. "The BlackBerry solution provides us a solid tool that is designed for installation and use directly in the group's systems, and it gives us very effective communication management," states Iniesta. "Also, there is no need to train users beforehand, and it allows us to develop applications in a very simple and lively way," he adds.

The BlackBerry solution has also enabled Caja clients to be connected to their bank accounts and banking services, when they are on the move. This means that they are continuing to offer their clients a large range of products and services without them needing to visit the bank.

"The BlackBerry solution puts a simple, robust and profitable solution in our hands for implementing mobility in the heart of our company," concludes Iniesta. "It's about a stable solution that offers total ease of use."

www.blackberry.co.uk/casestudies

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Head of Mobility
Caja Madrid