

YOUNG IT SERVICES FIRM OFFERS RESPONSIVE AND PERSONAL CUSTOMER SERVICE WITH BLACKBERRY SOLUTION



Founded in 2007, Capino Services is a fast-growing, IT services company based in Paris, France. It serves small and medium-sized enterprises, both in the Paris region and in some of the country's larger cities, such as Nantes, Lyon and Marseilles. Capino's customers include law firms, advertising agencies and other companies that are big enough to have sophisticated IT requirements but that typically don't have a dedicated in-house IT department. The bulk of Capino's work is IT support and technical management, but also provides training, project management and solution implementation. "We provide IT support for small businesses that don't have the in-house resources," says Jean-David Oualid, Capino's founder.

THE CHALLENGE

Capino prides itself on being very responsive and providing a high level of personal service. Consequently, Oualid and his colleague spend most of their days working on-site at their customers' premises. With this in mind, Oualid wanted to find a mobile communications solution that would enable them to remain in contact with all of their customers. "I conduct business mainly by email or over the phone. But I spend most of the day in front of my customer's computers; I'm rarely in front on my own. That's why I needed a mobile email solution."

He also wanted a solution that would fit in with his business model. "As an entrepreneur I handle all aspects of running my business: book-keeping, looking for new business and serving current customers. My day starts early and runs until late. Even though most of my time is spent handling scheduled work for support contracts, emergencies often arise that I need to deal with on the spot, no matter where I am," says Oualid.

THE SOLUTION

Before starting Capino, Oualid worked for a large IT services consultancy, where he experimented with a wide range of mobile communications solutions, including PDAs and smartphones. From his experience, he decided that the BlackBerry® solution would be the best choice for his new company. "I had seen and tried several solutions, but only BlackBerry offered the level of reliability and ease-of-use that we needed."

Oualid and his colleague use their BlackBerry® smartphones for voice and email with BlackBerry® Internet Service. "In my previous job I tested just about every smartphone on the market and in my opinion BlackBerry is by far the best. Thanks to its software and keyboard it is incredibly intuitive and easy to use. And the smartphone is robust – I must have dropped mine dozens of times. The BlackBerry Internet Service is also very reliable and trouble-free even in France or abroad. When I land, my BlackBerry smartphone immediately works" says Oualid.

BENEFITS

IMPROVED QUALITY OF CUSTOMER SERVICE

TIME SAVINGS OF 5 TO 10 HOURS A WEEK

DISCREET SOLUTION

INCREASED FLEXIBILITY

"I am always in contact with my customers and they love it. They appreciate the level and quality of service that I can provide thanks to BlackBerry."

Jean-David Oualid
Founder, Capino

"My BlackBerry is my mobile office," says Oualid. "All the functions I use the most are just one-click away. In addition to email and voice calling, I use it for Facebook, RSS feeds, Google™ Maps and WeatherBug® Direct for live weather at a glance. I even use the camera to take photos of customers' installations when conducting site audits. I am just starting to use the GPS, which I expect will come in very handy for getting around Paris."

THE BENEFITS

"I am always in contact with my customers and they love it. They appreciate the level and quality of service that I can provide thanks to BlackBerry," says Oualid, who adds, "I also save loads of time. With the BlackBerry solution, I easily save 1 to 2 hours a day of administration. That's an extra 5 to 10 hours a week that I can bill or take for myself when I need a break."

Oualid also uses the BlackBerry smartphone to remotely solve issues. "I receive email status alerts from my customers' IT systems. This allows me to address the issue before the customer notices there's a problem."

Oualid is also very taken by how discreet the BlackBerry smartphone is. "Discretion is important when I'm working on site for a customer. I can answer a question by email, when a phone call or pulling out my laptop wouldn't be appropriate," he explains. "My colleague and I also keep in touch with each other via instant messaging using BlackBerry® Messenger or Windows® Live Messenger when we need advice or have a technical question. It's very handy," he says.

Most of all, Oualid appreciates the flexibility the BlackBerry solution gives him. "In the morning, when things are busiest, I don't have to open my laptop to handle my email. I can do it on my BlackBerry, no matter where I am, whether on the train on the way to a job or walking along the pavement after dropping my kids off at school."

For further information: www.blackberry.com/go/success

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