

DEREK MARTIN
MANAGING DIRECTOR OF
CHAMPION FORKLIFTS, UK

**“IT’S THE FIRST PHONE
I’VE OWNED THAT
I CAN’T IMAGINE
LIVING WITHOUT”**

**FORKLIFT VENDOR SET TO RAISE CUSTOMER SERVICE
TO A NEW LEVEL WITH BLACKBERRY SOLUTION**

Most of us never think twice about forklift trucks, but Derek Martin, founder and owner of Champion Forklifts UK in Bournemouth, certainly does. As he explains: “Forklifts sit at the heart of today’s sophisticated supply chains. Broken down forklifts can bring a warehouse’s operations to a costly halt.” Martin founded Champion Forklifts UK 12 years ago to fill a gap he saw in the market.

Martin says that: “We’re known for our responsive service.” Champion Forklifts UK has four field engineers who provide on-site service and repairs. They communicate with the company’s dispatcher and order spare parts using their mobile phones. But this system was starting to show its limits. According to Martin, “Answering a call from the dispatcher isn’t always easy when you’ve got your hands covered in grease. Not to mention voice reception can be patchy in some areas.” As a result, calls were going unanswered, which was slowing down response times.



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BlackBerry

AMBASSADOR CASE STUDY

BEING WON OVER TO THE BLACKBERRY SOLUTION

Martin was still “desperate to find technology that gave me information on the move,” as he puts it. So when he was introduced to the BlackBerry® solution during a business seminar in Bristol, he decided, despite some reservations, to give it a closer look. As he explains: “I’d always steered clear of BlackBerry. I didn’t realise that I could use it with any mobile network. I thought it was some kind of expensive, locked-in service.” By the end of the seminar, Martin was already using email on his new BlackBerry® smartphone.

A TASTE OF FREEDOM

“It’s the first phone I’ve owned that I can’t imagine living without,” he says. He credits the BlackBerry® smartphone with “freeing him up,” as he puts it. “I don’t have to switch the computer on anymore to get my email.” The days of frantically searching for public Wi-Fi hotspot are over, much to his relief. He no longer has to carry around several devices. Martin uses his BlackBerry smartphone for email, web access, phone, and calendaring. It also synchronises with his company’s customer relationship management software.

SERVICE FIRST AND FOREMOST

Martin sees the BlackBerry solution as playing a key role in raising his company’s quality of service to a new level. And, now that he’s put his BlackBerry smartphone through its paces, he wants to equip his field engineers each with a BlackBerry smartphone. Their daily schedule will be kept in the calendar on the BlackBerry smartphone. The dispatcher will be able to send out new calls or reschedule existing ones by email. “That way, we can be sure they’ll receive them and they can check their email when they’ve finished a repair, instead of being interrupted by a phone call.” In addition, the engineers will be able to order parts using the web browser and access the company’s customer database.

“We’re a service company,” says Martin. “Once a customer emails us a repair request, it’s my problem. And if I don’t check my email, the truck stays out of service. By being in immediate contact via my BlackBerry smartphone, Champion Forklifts UK can save its customers money by helping them keep their operations up and running.

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