

REAL-TIME COMMUNICATION BECOMES A REALITY FOR GRUPO PROFESSIONAL FIXEDA WITH THE BLACKBERRY SOLUTION



The difference a day makes – Fixeda is sending out deliveries 24 hours sooner thanks to the BlackBerry® wireless solution.

Keeping their BlackBerry smartphones switched on during the day means Fixeda's salespeople can enjoy more free time.

THE CHALLENGE

With a presence extending throughout the Iberian Peninsula and the Canary Islands, Fixeda reported a turnover of 13.5 million euros in 2006, projecting a 15.5 million target for 2007. At the heart of the company – and fundamental to its position as one of the leaders of the Spanish automotive industry – is its network of 170 salespeople, attending to Fixeda's 22,000 clients.

At the end of a long day on the road, Fixeda's salespeople were returning home to an extra hour of faxing their clients' orders through to the billing and dispatch office for processing the next day. With it taking an average of 24 hours for the goods to be dispatched, clients were receiving their deliveries a full 48 hours after the salesperson's visit. The company knew there had to be a better way of doing things. It needed a solution that would offer a faster turnaround for its clients and a shorter day for its hardworking sales team.

THE SOLUTION

At the recommendation of its telecommunications provider, Vodafone, Fixeda decided to adopt the BlackBerry® Enterprise Solution, with the main goal of automatising its ordering process. With the collaboration of Innova Telecom, Fixeda mobilised an application that would enable its sales workers to enter their clients' orders directly into the company database, resulting in a 24-hour reduction in dispatch time. After only one week of training sessions in different key areas of the peninsula, Fixeda's sales workers had familiarised themselves with their BlackBerry smartphones and were ready to kiss their fax machines goodbye.

THE BENEFITS

With a return on investment expected within only 18 months, José Manuel Ramos, Fixeda's Managing Director, has no doubts about the company's decision. From his point of view the reduction in dispatch time alone is enough to justify the investment: "Although it may be just one day, that one day represents a 50% reduction in the time our clients have to wait for their orders. That means a huge improvement in quality of service." But the new technology has also increased efficiency in other ways. The application mobilised provides Fixeda's sales team with all the information they need on their clients – in real-time. "Anything the salesperson might need to know before visiting a client – available credit, outstanding orders or payments – they can access at the touch of a button right on the doorstep."

BENEFITS

**50% REDUCTION
IN DISPATCH TIME
TO CLIENTS**

EASY TO USE

**INFORMATION
IN REAL-TIME**

**IMPROVES
INTRA-COMPANY
COMMUNICATION**

**INCREASES PRODUCTIVITY
IN VARIOUS DEPARTMENTS**

"We've seen a marked improvement in intra-company communication since adopting the BlackBerry solution."

A. García, Head of Sales Office

"Our sales team are delighted with their BlackBerry smartphones. The new technology has had a direct impact on their quality of life, and motivation has never been higher!"

José Manuel Ramos, Managing Director

"BlackBerry technology is unbelievably easy to use. We trained our whole sales team in just one week."

Alfonso Moreno, IT Manager

The new technology has not only affected the work of the sales team. The change in ordering system has also had a direct impact on the billing office, whose workers no longer have to begin each morning deciphering hand-written fax messages and entering the orders into the company data base. "The new solution has freed up time for these workers to concentrate on other tasks, and has minimalising the margin of human error," explains Angel García, Fixeda's Marketing Director.

José Manuel Ramos has no doubts that there are more ways in which the new technology can benefit the company: "One obvious goal is to equip our sales team with GPS-enabled devices. That's definitely on the cards. In addition to that, we're planning on developing the application we're using now a little further, mobilising more data so it can cover a wider range of functions."

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

BLACKBERRY CASE STUDY
GRUPO PROFESIONAL FIXEDA

