

# ITALIAN WINE GUIDE NEVER LOSES TOUCH WITH CUSTOMERS THANKS TO HIS BLACKBERRY SMARTPHONE



The quiet, winding roads of Tuscany are quite literally miles away from the hustle and bustle of the big cities. The region, a popular destination with gourmets and wine aficionados from around the world, is home to Giorgio Fronimos, a self-employed wine tour operator and chauffeur based near Sienna, in the heart of the region. He started his company three years ago after a long career in the wine industry. Thanks to his many contacts in the trade, he is uniquely able to provide his customers with customized wine tours in the area, opening the doors of wineries that normally are inaccessible to tourists.

## THE CHALLENGE

Fronimos works alone. In addition to ferrying his customers around, he takes bookings and prepares itineraries. The vast majority of his guests come from overseas, as far away as Australia, the United States and Canada. And practically all of them contact him via email. Because of the time difference between Italy and these countries, Fronimos is rarely in the office when the emails arrive.

## THE SOLUTION

When Fronimos's mobile phone operator offered him the chance to upgrade to a BlackBerry® smartphone he jumped at the chance. Like many people, he had read a lot about the BlackBerry® solution and it seemed like a good way to keep in touch. Little did he know just how powerful a tool it would become.

Fronimos's first impressions were very positive. "It was a serious step up from my previous device. I found it very intuitive, very well designed," says Fronimos, especially when compared to other devices that he had tried in the past. "They were always too complicated," he comments. He configured his email using the BlackBerry Internet Service in minutes. "The documentation was very helpful and complete." Fronimos uses his BlackBerry smartphone for phone, email and the web.

## THE BENEFITS

As Fronimos explains, "it is vital for me to be able to conduct my tours and keep in touch with customers at the same time." He estimates that he spends 90 per cent of his time out of the office. "Just last week I received an email from the some American cruise ship passengers asking if I could drive them from Rome to Turin. While my group was touring a winery, I was able to reply, explaining that it would be less expensive and easier for them to take the train. I even looked up the train timetable and included a link in my message." The couple was so appreciative that they recommended Fronimos to some friends, who wanted to visit some wineries just a few days later. "Without my BlackBerry smartphone I wouldn't have made a good impression and wouldn't have gotten the other business."

## BENEFITS

**FAST RESPONSE**

**IMPROVED  
CUSTOMER SERVICE**

**EASY TO USE**

**VOICE, EMAIL AND  
WEB BROWSING IN  
ONE DEVICE**

*"I used to think that BlackBerry was only for big companies and executives. But I've discovered that it is perfect for self-employed people like me. It's a definite competitive advantage and because it is so easy to use, it is perfect for people who are wary of technology."*

Giorgio Fronimos  
Self-employed wine tour operator  
and chauffeur based near Sienna

The BlackBerry solution has become a lifesaver for Fronimos. "I don't turn on my PC to check my email if I can avoid it. I probably handle 80 per cent of my messages on my BlackBerry smartphone." In addition to using it for calling and email, he uses the BlackBerry web browser to find phone numbers, hotels and restaurants – anything that his group might ask him for.

"When foreign customers are planning a trip to Tuscany, email is their primary means of communications. But they're in a hurry. They often send out requests to different vendors, and the first one to reply gets the business," explains Fronimos. Being able to reply quickly is a major selling point for his business. As he puts it, "they have more access to me, and me to them. This builds confidence and generates business."

When asked if he would recommend the BlackBerry solution, Fronimos is enthusiastic. "I used to think that BlackBerry was only for big companies and executives. But I've discovered that it is perfect for self-employed people like me. It's a definite competitive advantage and because it is so easy to use, it is perfect for people who are wary of technology."

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**GIORGIO FRONIMOS**

