

10-PERSON SALES FORCE SAVES COMPANY OVER €70,000 ANNUALLY WITH BLACKBERRY SOLUTION AND ACTINOTE



A subsidiary of Teloha, Infotel is a telecommunications specialist based in the north of France that provides small and medium-sized businesses with office and mobile telecommunications solutions.

THE CHALLENGE

Paperwork was costing Infotel time and money; Benoit Hauw was sure of it. As the Sales Director at Infotel, he was convinced there had to be a way to streamline the company's sales process.

Hauw wanted to reduce the time it took to process orders taken by salespeople in the field. The company was using a manual system of carbon copy order forms and nightly faxes sent back to the headquarters. "Days would go by between the customer signing the order and it being recorded in our information system," explains Hauw.

Hauw thought he had just the answer sitting in his jacket pocket. He and the rest of the Infotel sales force had been using BlackBerry® smartphones for mobile communications for years. "We were probably among the first people in France to own BlackBerry devices," says Hauw. This was because Infotel is a long-time partner of SFR, the mobile operator that introduced BlackBerry smartphones into the French market.

THE SOLUTION

Today, Teloha has equipped over half of its 70 employees, including all of the Infotel sales force, with BlackBerry smartphones running on the BlackBerry® Enterprise Server. To address its paperwork problem Infotel selected Actinote®, an electronic pen-and-paper solution from Actimage, a Research In Motion solutions partner. Actinote consists of an Anoto Bluetooth digital pen and specially printed order forms. Users fill out the forms with a special ballpoint pen equipped with a miniature infrared camera. As the salesperson fills out the form, the pen's camera uses a pattern of nearly invisible, minute dots printed on the paper to identify the form and record the data captured. When the order form is filled out, the salesperson ticks a box on the form; this action validates the order form and initiates the data transmission.

The captured manuscript information is transferred via Bluetooth to the Actinote Office Link software on the BlackBerry smartphone. It is then processed and communicated to the Actinote® platform from the Actimage company, which manage the documents and transmits the order to the appropriate Infotel recipients, based on a set of predetermined rules. Transmission is encrypted, immediate and requires no user intervention. "Now, as soon as an order is signed it is sent to the sales department, the billing department and the warehouse simultaneously," says Hauw. "If there's a problem, such as an out-of-stock item, we can call the sales person immediately, usually while he's still with the customer, and propose an alternative."

BENEFITS

**ANNUAL SAVINGS
OF OVER €70,000**

**TIME SAVINGS OF
TEN HOURS EACH WEEK
PER SALESPERSON**

**RETURN ON INVESTMENT
IN JUST ONE MONTH**

**INCREASED EFFICIENCY
AND RESPONSIVENESS**

"We use BlackBerry for everything: phone, email, calendar CRM, navigation and order taking. We couldn't live without BlackBerry today."

"In just one month, the Actinote solution for BlackBerry paid for itself for the whole year."

*Benoit Hauw,
Sales Director, Infotel*

The deployment was very easy. The Actinote Office Link software was installed over the air on the BlackBerry smartphones, which were then paired with the Anoto pens. "These two steps took all of five minutes," says Hauw. Actimage also created a new order form with the special pattern based on the old one. "Because the system is so simple, it was up and running in just a few days and it worked right off the bat," says Hauw. "It works perfectly with our BlackBerry smartphones."

THE BENEFITS

Deployed in the spring of 2008 after a short trial period, the Actinote® solution for the BlackBerry smartphones was an immediate success. The up-take by the sales force was painless, because they didn't have to learn how to use any new procedures or tools.

Hauw estimates that the Actinote solution for BlackBerry smartphones will save the company over €72,000 annually. In addition to reducing expenses related to faxing, photocopying, trips to the main office, sales administration and inventory, the Actinote solution saves each salesperson at least two hours a day, resulting in an additional 10 hours a week that can be dedicated to more sales calls. "And the €72,000 doesn't include the increase in business generated by the additional sales calls," says Hauw. "In just one month, the Actinote solution for BlackBerry paid for itself for the whole year."

"Thanks to BlackBerry solution and Actinote, we're more efficient than ever before. We can see orders as they arrive in real time, which enables us to adjust our inventory levels. Electronic archiving is done automatically now and the order forms are added to the CRM files as soon as they're processed. We're also more responsive. We're able to deliver orders in 24 hours instead of several days and invoices go out immediately, instead of weeks later," says Hauw.

"We use BlackBerry for everything: phone, email, calendar CRM, navigation and order taking," says Hauw. "We couldn't live without BlackBerry today."

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

BLACKBERRY CASE STUDY
INFOTEL

