



Radio station improves responsiveness of sales force with BlackBerry solution

Kaya FM is a major South African radio station serving the Greater Johannesburg area and the surrounding Gauteng province. Launched in August 1997, it was one of the country's first independent stations approved for private commercial radio. Kaya FM targets the mature, sophisticated listener with a mix of music, news and topic driven features.

The Challenge

Russell Pope, commercial manager at Kaya FM, wanted to find a way to improve customer service through better communications. He manages a team of salespeople who spend most of their time in the field and rely on mobile phones to stay in touch with clients. But as communications became increasingly email-based, "We weren't getting back to customers fast enough," says Pope. To keep up with email, salespeople had to come into the office frequently or use a 3G card with their laptops to check email. Neither solution was very efficient: trips to the office reduced the time they could devote to sales calls and 3G coverage wasn't always available in areas where the salespeople operated. Pope could see that they needed an integrated mobile communications solution.

The Solution

When Kaya FM's contract with its mobile carrier came up for renewal at the end of 2008, Pope used the occasion to bring mobile email to the salespeople. He was immediately attracted to a BlackBerry® solution. "I saw it and I liked it. I also spoke to colleagues who'd been using BlackBerry for a while, and they recommended it highly."

Benefits

Fast response to customer queries

Improved teamwork with BlackBerry Messenger

No infrastructure investment required

Cost savings

Kaya FM replaced the mobile phones of the salespeople with the latest BlackBerry® smartphones using BlackBerry® Internet Service and benefitting from the 'push' technology for email. They synchronise the smartphones with their PCs for calendar, contacts and tasks. The station's two-person IT team were also equipped with BlackBerry smartphones.

The Benefits

According to Pope, the BlackBerry solution, "gives you the ability to react just that much quicker. With the BlackBerry, email is instantaneous no matter where you are. You don't have to set up anything. The email comes straight through and you can respond immediately." This has helped to improve productivity. "I can see the salespeople are getting back to clients faster and are handling more sales calls," says Pope. "Another bonus was BlackBerry Messenger service, which the salespeople use among themselves for instant messaging." According to Pope, BlackBerry® Messenger has helped improve teamwork.

Pope was impressed by how easy it was to set up and start using a BlackBerry smartphone. "The salespeople found it quite easy. They were very happy to use it and excited when they got it because it enabled them to do their job that much quicker," explains Pope. The salespeople could see right away that the BlackBerry solution was going to make them more productive by converting downtime into productive time for sales calls. "When we showed them the GPS navigation on the smartphone, that was a big sell too, so they could be more efficient in their travels," adds Pope.

In addition to the productivity gains, the BlackBerry solution has also yielded cost savings by reducing the usage of 3G cards and the volume of mobile calls.

"The BlackBerry solution isn't costing us more per month than what we were paying for the old mobile phones, and now we have mobile email."

Although the BlackBerry solution is still in early days, Pope is very positive about the experience. "Even though we're just using the BlackBerry solution for the basics, we are definitely using it to our advantage. Thanks to BlackBerry we're more in touch with our clients and our business," he concludes.

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Russel Pope
Commercial Manager
Kaya FM