



## Franchise creator embraces BlackBerry solution to increase personal productivity by 20-30% and reduce costs

Les Peebles founded Husetwo Handyman Service in 2003, initially as a consultancy firm specialising in the buy-to-let housing market and the refurbishment of property for landlords in the North of England. His experience and the slow-down in the British housing market have led him to diversify into a new business venture: a handyman service for local homeowners. Called Husetwo Handyman Service, the new business is growing rapidly, and Peebles hopes to have 80 franchisees by the end of 2009.

### Benefits

**Enhanced organisation and planning**

**Improved work/life balance**

**Increased productivity by 25-30%**

**High return on investment**

### The Challenge

The ongoing success of his first business and the demands of getting his franchise venture up and running were putting Peebles' personal organisational skills to the test. He would take a mobile phone, a PDA, and printed documents with him on house calls. "Clearly it wasn't working. I needed to remember to take all of those things with me when I left the office." While he was out, he wasn't receiving his email. He had tried to use "pull" email on his mobile, but delivery wasn't automatic, which didn't suit Peebles at all. As someone who readily describes himself as a "big picture person rather than a detail person" he'd regularly forget to check his email when out."

### The Solution

Then Peebles was invited to a BlackBerry® event for small business owners. "The invitation landed on my desk at the right time. I was thinking to myself: 'How can I have a bit more productivity in my hand?' BlackBerry was one of the options I was considering." Peebles left the event with a brand new BlackBerry® smartphone. "I was blown away. It gave me everything I needed in a single device." He found it to be more intuitive to use than his old mobile, the 'push' technology meant that email came directly onto the device, and "the fact that I could sync it with my PC was ideal."

 **BlackBerry**

Customer Success Program

Since his first BlackBerry smartphone, Peebles has updated his model on several occasions. "Each new model just keeps getting better," says Peebles. He uses his smartphone with BlackBerry® Internet Service from his mobile operator Orange to manage half a dozen professional and personal email accounts.

Today, Peebles considers his BlackBerry smartphone to be a complete mobile toolbox. Most of his email and voice communications are with customers and his business partners and suppliers, who include tradesmen such as joiners and plumbers. He uses Telnet Navigator for GPS navigation, which "saves me printing maps before I leave the office." He has also become a big fan of the BlackBerry® Browser. "I didn't use the web much before, but with the bigger screen and easier navigation, it's great."

His next plans are to migrate many of his paper-based forms to the BlackBerry using eOffice from Dynoplex. "I'm working out how to do as much of my paperwork, like job booking and estimates, on my BlackBerry."

## The Benefits

With his BlackBerry smartphone, Peebles has found a mobile solution that fits the way he works. As a full-time entrepreneur, he has to manage a multitude of things and plan for the future. "Work doesn't stop when I leave the office". To make sure he doesn't forget anything, he commits his ideas and plans to the task list on his BlackBerry smartphone. "When I'm out and about I can add my thoughts to my BlackBerry, send someone an email, and schedule an appointment." He describes himself as the kind of person who "needs to do it there and then, or else another thought's going to come into my head and I'm going to forget the first one." It also gives him peace of mind. "It's a reality of business that parts of your work are going to cross over to the rest of your life and having a BlackBerry means that work doesn't intrude as much on my private life."

Peebles firmly believes that his BlackBerry smartphone has made him more productive – 25-30% more by his estimate, a gain of half a day or more per week. "The curse of a small business is unbillable time. There's no doubt I can put more billable time in because I've got a BlackBerry. Because I can leave the house without much preparation, I can maximise my time in the office knowing that I can continue anything I was doing out on the road." The productivity gains come at a moderate cost, "One hour of recovered billable time pays for one month's BlackBerry service," says Peebles. His enthusiasm has been contagious: his wife, who runs the buy-to-let side of the business, and his franchise director also began using BlackBerry smartphones on Peebles' suggestion.

Finally, and perhaps most importantly, the BlackBerry smartphone lets Peebles be who he is, "I admit it: I don't have a great memory. But I can leave the office knowing that what I need is in my pocket without too much worry. BlackBerry helps make up for my forgetfulness."

[www.blackberry.co.uk/casestudies](http://www.blackberry.co.uk/casestudies)

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Les Peebles  
Founder  
Housetwo Handyman Service