



Market-leading Hungarian television broadcaster improves productivity and decision making with BlackBerry solution

RTL Klub (M-RTL) is a Hungarian-registered company owned by Luxembourg-based RTL Group. It is a commercial television channel that has been broadcasting terrestrially since 1997. In this time, RTL Klub, which offers a variety of programmes, from daily soap operas (Barátok közt – Among Friends) to reality shows (Csillag születik – A star is born, Szombat esti láz – Saturday Night Fever) and films, has built up a strong opinion-forming role in the market and has established itself as a market leader for viewers between the ages of 18 and 49, who are most important to its marketers.

The Challenge

As a key player in the television industry, that is known for the quality of entertainment it provides as well as its innovative product offerings, it is crucial that RTL Klub runs its operations smoothly and efficiently while also offering its staff flexible work-life balance. The company currently employs 350 people.

“The company’s employees follow strict corporate guidelines and are expected to respond quickly to requests with quality information, even in unexpected situations,” explains Ákos Róbert, deputy CEO of RTL Klub.

RTL Klub had been hindered from a lack of reliability and a lack of responsiveness in relation to its communication processes. Its previous regular SMTP-based solutions were not secure and lacked functionality. As television work requires constant readiness from a large number of the employees, they needed access to the important data that they deal with on a daily basis even on the move. That is why RTL Klub decided to give these colleagues a pocket-sized office to help with their work.

Benefits

Intuitive interface,
easy to use

Flexible working hours

Improved responsiveness

Improved sharing
of quality information

The Solution

Due to the volatile and fast-changing value of information in the television industry, the company views swift communication as a key differentiator. RTL Klub required an efficient and reliable mobile solution and found that the BlackBerry® solution was most suited to its needs. The selection process was simple as the company's requirements were clear, and the BlackBerry solution was secure, user-friendly and efficient.

Following a short trial period, the company's IT experts made the decision to deploy the BlackBerry solution. The SMTP-based solutions previously used were not secure enough and lacked the necessary functionality, like synchronisation. Now with the implementation of BlackBerry® Enterprise Server and BlackBerry® smartphones the problem has been solved. All the managers that need to remain in touch while away from the office are using BlackBerry smartphones and there is also the option for employees who work remotely on an ad-hoc basis to request a BlackBerry smartphone to assist them in their work.

The Benefits

"Since using BlackBerry smartphones the company's operations run more smoothly and efficiently and everyone can react more swiftly to requests," comments Róbert.

"Now with the BlackBerry smartphones we can send the important statistics and surveys anytime, anywhere so it can be evaluated by any decision maker in the company if it is necessary."

Within the organisation, BlackBerry smartphones are mainly being used for messaging, diary organisation and contact management although other functions are used on an individual basis. While RTL Klub has not quantified the benefits of the implementation in terms of ROI, the company has enjoyed significant tangible benefits. These have mainly come in the form of more flexibility regarding working hours, and access to real-time communications as well as an improvement in the very quality of communications.

When the BlackBerry solution was introduced at RTL Klub, there was no need for employees to attend training sessions, as they found the smartphones extremely intuitive and easy to use. Ultimately, employee flexibility and increased responsiveness, which is essential in the television industry, has become a way of life.

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"The BlackBerry solution has had a huge impact on productivity, because decisions can be made more quickly even when taken outside of regular business hours. This has resulted in more business as well as an improvement in the quality of information that BlackBerry smartphone users can view on the go."

Ákos Róbert
deputy CEO
Hungarian RTL Klub