



Leading Croatian Bank improves employee coordination, productivity and customer service with BlackBerry solution

Through its quality products and services, its technological innovation and its positive results, Zagrebačka banka is the leading financial services provider in Croatia. The bank has about 80,000 corporate clients and more than 1.1 million retail clients. It has a total of 135 branches and around 4,700 employees.

As a member of one of the most successful financial groups in Europe, the UniCredit Group, which it joined in March 2002, Zagrebačka banka is one of the leading banks in the Central and Eastern Europe (CEE) region.

The Challenge

From the very beginning Zagrebačka banka aspired to provide a top-quality and complete service to its customers in the shortest possible time. With an ever increasing workload, maximising the productivity of each employee was a challenge Zagrebačka banka faced every day.

Providing timely information and quality service to clients is imperative for the bank to maintain its competitive edge. "Availability and fast employee reaction time to clients' inquiries are challenges we face in our day-to-day business which have to be addressed again and again," commented Vjeran Marković, IT Specialist at Zagrebačka banka.

With a number of middle and senior management often travelling for business, the requirement for accessing internal documents securely and consistent communication was vital. Office-based staff were often asked to send emails to colleagues who were out of the office, impacting the productivity of each individual.

In order to respond to these challenges, the bank had explored and tested various mobile solutions, and knew they needed a secure, reliable solution which would provide 'push' technology for email and access abilities to corporate and customer information, all on one easy-to-use device.

Benefits

Efficient coordination between employees

Improved customer service

Increased availability of staff and faster responses

Secure access to corporate data

Greatly improved productivity and time-savings

The Solution

The BlackBerry® solution was introduced for middle and senior management at the bank, as well as for other employees who were expected to be available around the clock. With the initial implementation in April 2006, the use of BlackBerry® smartphones at Zagrebačka banka almost instantly delivered availability, productivity as well as the employee cooperation benefits the bank had hoped for.

"In the beginning the BlackBerry devices were provided only to the management, but with time they were given also to other employees at various positions who were expected to be available. Thus, members of the mid-management and team leaders represent more than half of BlackBerry users in Zagrebačka banka," Marković said.

The Benefits

Zagrebačka banka finds the user interface of the BlackBerry smartphones extremely simple to use, and experiences real benefit from its multiple functions. "No special training is necessary to successfully operate the BlackBerry device," comments Marković.

He explains, "BlackBerry enables Zagrebačka banka's employees to access the corporate Intranet, which very much simplifies access to internal documents and had a direct influence on our productivity increase. An employee who is out of the bank on a business trip can securely access documents on the Intranet without having to make a phone call or contact colleagues in the office. They can edit and change the document, whether it is a Word or an Excel file, on the screen of the BlackBerry device. This has contributed to a significant time saving."

Zagrebačka banka employees also enjoy the significant advantage of accessing their calendar through the BlackBerry smartphones, which makes planning and organizing the work day easier, thus enabling them to coordinate their own schedule with those of co-workers. For example, when a secretary makes an appointment and inserts it into a manager's office computer, the information about that meeting instantly appears on his BlackBerry smartphone. Such improved coordination allows the bank's employees to respond quickly and resolve any time-sensitive issues that may occur.

"The BlackBerry solution enables a quicker and timely response to all client requests and improves the coordination of the employees within Zagrebačka banka, which ultimately results in a high quality service for our clients. This strengthens the leading position of Zagrebačka banka in the Croatian financial services industry," Marković comments.

Since introducing the BlackBerry solution into Zagrebačka banka, Marković has used a range of BlackBerry models, upgrading them as new versions became available. Employees at the bank have noted the improved speed of the device as well as the increasing memory capacity as significant benefits. The variety of additional applications for music, videos, maps, GPS, and a quality camera all make the BlackBerry smartphone the ultimate solution for the bank's employees who demand excellent support in their business activities but also great entertainment functions during leisure time.

www.blackberry.co.uk/casestudies

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Vjeran Marković
IT specialist
Zagrebačka banka