



BlackBerry Enterprise Solution Paves the Way for Sales Force Efficiencies

Business Challenge

Sales and management wanted two-way communication with colleagues and clients when away from their desk and out of the office. The ability to manage market demands is critical to Bill Casey Electric Sales' capability to satisfy its customers and manage its own profitability. Until recently, it relied on a system that was dependent on opportunity and a variety of dissimilar technologies.

Solution

BlackBerry Enterprise Server Solution and multiple BlackBerry handhelds for sales and management. The BlackBerry application integrated with the company's enterprise messaging and calendaring systems delivers "instant" communication to sales personnel.

Benefits Realized

- Maximize the use of downtime as Sales Associates are able to communicate while in a meeting, waiting for a plane, sitting in a taxi, etc.
- Influences and speeds up the sales and business process as communication is more efficient and effective .

- Increases productivity as sales personnel do not have to wait until the end of the day to read and respond to their corporate email.

"Sales people would now rather carry a BlackBerry handheld than their laptop. Customers receive instant decisions, which contribute to customer satisfaction. Pricing decisions are communicated into the "field" instantly, which helps manage company profitability." explains Tom Stellmach, Manager, Bill Casey Electric Sales.

"I'm traveling constantly across the United States", Bill Casey, President, Bill Casey Electric Sales, noted, "and need to keep up with my corporate email. BlackBerry allows me to stay connected and in-touch with my office and clients in real-time."

