



# Case Study

**Company:** Brodie Computes Inc. is a professional IT services company with 16 years of specialized service in CRM management and Sales Force Automation (SFA).

**Industry:** Technology

**Region:** Americas

**Company Size:** Small Business

**Email Environment:** Microsoft® Exchange

**Application Type:** Sales Force Automation and CRM

**BlackBerry Partner Solution:** MobileAccess for Microsoft Dynamics CRM (MSCRM) from TenDigits Software, Inc.

**Goals:** To differentiate themselves from other consulting companies, Brodie Computes is constantly striving for faster and better responsiveness to their clients. As CRM experts themselves, Brodie had tested their mobile CRM systems on a variety of wireless devices, but had so far been unimpressed.

**Solution:** Sales and IT staff were given BlackBerry® devices equipped with MobileAccess for Microsoft Dynamics CRM (MSCRM) from Ten Digits software. Brodie Computes believes the application and the devices are the first to really deliver on the mobile CRM promise.

**Results:**

- Productivity on-the-go
- Remote management of trouble tickets
- Simple deployment
- Improved customer service and satisfaction





## The Challenge: Enhance a Team-based Approach to Customer Service

Brodie Computes is a focused company, that takes a team-based approach to delivering customer service. Each employee is responsible for trying to create a positive customer experience through the entire relationship cycle – from lead generation to invoicing. In fact, the majority of calls to the company are answered by a person, instead of an auto attendant, reinforcing their personal approach to doing business.

The challenge for Brodie Computes was developing a reliable way to update and track multiple sources of customer activity, coming from different people. As experts in CRM systems for their clients, Brodie had their own MSCRM system, used throughout the company, to manage client accounts. But they had yet to find a mobile extension of the solution that delivered the results they expected.

"We had always recommended that our customers not use mobile devices from a CRM or Sales Force Automation perspective," says Karen Brodie, President. "We thought they were just expensive look-up tools that didn't deliver the productivity they promised."

That opinion changed with the discovery that the BlackBerry Enterprise Solution™ could be extended with MobileAccess – a productivity enhancing, mobile CRM solution from TenDigits. With the success of their new solution internally, Brodie is now actively promoting it to their customers.

## Why BlackBerry?

"We have a graveyard of old handhelds here," says Brodie. "BlackBerry was the first time we were impressed with a device. I like its durability – we're not always gentle with our equipment around here. I also like that you don't have to learn some kind of graffiti to use it, because many of us are graffiti incompatible."

Beyond the user-friendliness of BlackBerry as an all-in-one tool for email, calendar, and contacts, Brodie is impressed with the ease of deploying the BlackBerry Enterprise Solution. With previous devices, she had to synch up with desktop systems and manually configure them. Brodie likes their newfound ability to update device software over-the-air.

"From an IT perspective, BlackBerry wins as well," she says. "With other devices, people had to physically bring them into the office to set them up. That's a cumbersome process when you're busy. Being able to push out applications over-the-air with the BlackBerry Enterprise Server™ is phenomenal."

But it was the ability to extend BlackBerry push technology with the TenDigits MobileAccess that ultimately sold Brodie on the value to her organization. Push technology is much-respected by users because messages and data are delivered automatically to the BlackBerry device without having to do anything to request them.

## The Value of Managing Accounts Remotely

Mobile CRM helps Brodie Computes to function more competitively. While people are away from the office, they use MobileAccess to check accounts on their BlackBerry devices, including looking up contacts, managing leads and handling opportunities. Before this solution, Karen Brodie spent a lot of time following up with individuals to ensure she was looking at the most current customer information.

"We don't need as many meetings to keep up on what everyone is doing with a client because we can now check a centralized database from virtually wherever we are on our BlackBerry devices," says Brodie.

Brodie and her team are also more likely to input relevant data after a client meeting. Because it's easy, and doesn't require the laborious task of transcribing notes and synching data, more people are now remembering to update the system. "It was so difficult to add data and have it synchronize before," she says. "If people bothered to try, they quickly gave up."

It's ultimately the customers who are benefiting from this system. With centralized data, everyone stays in the loop – which offers peace of mind. If an issue for a customer is escalated to Brodie's attention, she can view the complete customer history on her BlackBerry device. This saves customers the frustrations of having to retell their story to multiple people to find the best solution.

## Partner Profile:



### Company: TenDigits Software, Inc.

- A leading provider of third-party products that extend and improve the success of enterprise CRM deployments
- Flagship product is MobileAccess, out-of-the-box mobile access to Microsoft CRM on BlackBerry devices

### Featured Product: MobileAccess™

**Application Type:** Sales Force Automation and CRM

### Business Value:

"MobileAccess from TenDigits is what customers have been looking for. It's the first solution we've found that delivers on the promise of mobile CRM. TenDigits has been very responsive to us and have paid particular attention when we've asked for enhancements to the product."

### Karen Brodie

President | Brodie Computes

For more information, visit [www.tendigits.com](http://www.tendigits.com)

## Trouble Ticket Management

Support for customer service cases is a new feature of MobileAccess that's helping Brodie Computes.

Brodie IT staff work with customers to configure CRM and Sales Force Automation technology. One of their challenges was keeping track of service activities.

When someone is having an issue with MSCRM, or any of the other technologies Brodie supports, Brodie can generate trouble tickets on the BlackBerry device. When that ticket is opened by anyone in the company, they can see the activities assigned to supporting that customer.

"This is a great new feature," says Brodie. "It adds a new level of sophistication to an already useful application."



## Results

### Improved Customer Service and Satisfaction:

By providing more timely and effective responses to customer questions and issues, Brodie Computes is consistently improving service levels and better satisfying their customers' needs. As the president, Karen Brodie can feel confident that she is apprised of situations that need her attention.

**Productivity on-the-go:** BlackBerry and MobileAccess help team members keep information flowing during the few spare minutes they have during the day. Team members are making better use of their days, with both push email and remote CRM access, and they aren't spending evenings and weekends catching up.

**Remote Management of Trouble Tickets:** IT staff can use the MobileAccess application to track activities related to trouble tickets. This transparency helps ensure a seamless chain of responsiveness to customers.

**Simple deployment:** Because the BlackBerry Enterprise Solution lets companies provision and update software over-the-air, Brodie Computes can deploy devices faster. With less time spent managing their own devices manually, the company can dedicate itself to its customers. "We're into an era of technology where we can satisfy the needs of mobile workers and BlackBerry is a huge part of that because of its reliability as a platform," says Brodie.



"We don't need as many meetings to keep up on what everyone is doing with a client because we can now check a centralized database from virtually wherever we are on our BlackBerry devices."

**Karen Brodie**  
President | Brodie Computes

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