

Case Study

Revolutionizing Business in a Global Workplace



Company: Touchbase is a global communications solution provider that helps its clients justify, design, implement and support their IP-based communications technology strategies within Corporate Network and Contact Centre environments.

Industry: Technology

Region: Asia Pacific, Global

Company Size: Large Enterprise

Email Environment: Microsoft® Exchange

Type of Solution: Enhanced Messaging, Mobile email

Business Challenge: With employees stationed in many countries including the United States, the United Kingdom, Australia and Singapore, often communication for a single business deal could span multiple time zones. The process sometimes dragged on for months and customer service was hindered.

Whether they were from the sales, design or technical support teams, employees felt the constraints of long office hours and the need for constant connection on their work communications.

Solution: Since May 2005, the Touchbase office in Singapore has deployed 7100 series BlackBerry® devices to 50 employees across several departments and specializations. Having also implemented the BlackBerry™ Enterprise Server v4.0, Touchbase's mobile employees now have a platform of accessible data and email.

Results:

- Improved communication between employees and with customers
- Expedited business deals and raised revenue
- Reduced time and costs required for international travel
- Improved service to customers



The Value of Communication

"The biggest challenge for us is that the clients we work with are global organisations," explains Touchbase CEO for Asia, Julian Corden. "Therefore, not being able to communicate 24/7 is a significant barrier for any project we are doing."

When a global organisation such as Touchbase works with other Multi-national companies and clients spread across the globe, the communication and decision-making process can be a dreary one. A single business deal may involve several key executives, decision-makers and project managers from both Touchbase and their clients, who are often located in several different countries at any particular time.

With the intricacy of international time differences, Touchbase employees wanted the option to be available virtually 24 hours a day and seven days a week. Due to the interdependency among its global offices, speed and ease of communication are important values across all Touchbase departments from pre-sales and design teams, to finance and technical support teams.

Why the BlackBerry Solution?

Toward the end of the first quarter of 2005, the Touchbase office in the UK underwent a 6-week trial of the BlackBerry Solution. At the same time, the Singapore office was also planning to implement the use of the BlackBerry, unrelated to the UK trial results.

The reason? "The capabilities and benefits of BlackBerry devices are world renowned," explains Corden. "As the finance and marketing centre for Touchbase, it was essential that the Singapore office was up-to-date with the most current communications technology, including BlackBerry devices."

According to Corden, the single feature of the BlackBerry solution that makes it so valuable to Touchbase is remote access to push-based email. "The simple yet powerful push ability of BlackBerry devices enables our team to stay connected continuously without hassle, and has translated to significant productivity gains for Touchbase," he explains.

Real-time Mobility Means a Shorter Sales Cycle for International Deals

"We can save days, if not weeks, on the sales cycle," explains Corden.

In the past, time differences meant sales teams and their clients were rarely in the office at the same time and therefore were unable to communicate in real time. As a result, business deals could last for months as emails and voicemails were exchanged, each taking at least one or two days to garner a response.

After implementing the BlackBerry solution, transactions that would normally take one or two weeks were reduced to a matter of minutes as emails bounced back and forth between parties.

"The BlackBerry solution has definitely improved our ability to close deals," explains Corden. "And, we've drastically reduced the cost of sale by improving productivity."



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~JULIAN CORDEN, CEO (Asia) Touchbase

BlackBerry supports technical and support teams

At Touchbase, the complexity of their technology solutions requires a high level of intense coordination with the client from pre-sales to support. As a result, the team needs to be available virtually anytime and anywhere.

The BlackBerry Solution helped to fill this requirement. In many cases, having a BlackBerry device has helped bridge time and space differences between technical teams and clients around the world.

Touchbase has an in-house technical support team that provides 24 hour support around the world. The support team has found BlackBerry devices to be a big boost. Instead of having to continuously log on to the system, they can now receive vital technical updates and messages easily - allowing them to better focus on the customer needs.

Significant savings during international travel

Making BlackBerry devices the preferred means of communication for international travel has made an immediate impact on costs for Touchbase.

With employees travelling around the region on a weekly basis, international mobile calls used to cost Touchbase thousands of dollars each month. The push-based email offered by the BlackBerry Solution, made it the perfect replacement for all non-essential calls.

Today, Touchbase reaps significant cost savings by encouraging employees to communicate via email on their BlackBerry devices whenever possible during international travel.

Convergence and Convenience for Mobile Employees and Executives

With its converged functions – phone, calendar, task and “push” email – Corden’s BlackBerry device has replaced the laptop as his tool of choice that he takes along to the UK every quarter for Board meetings.

Email functionality on-the-go also means he is spared from the hassle of setting up connections to local networks, while still able to communicate with partners, clients and employees from all over the world.

As part of the BlackBerry deployment at Touchbase, a technical team was tasked to examine the functions of the device and then instruct the rest of the employees on its use. This introduction of staff to the BlackBerry devices was generally smooth because users found the devices and functions to be simple and easy to understand. Although some software programmes were more challenging, the presentation from the technical team helped ease the learning process.

“BlackBerry has made life a lot simpler.”

~JULIAN CORDEN, CEO (Asia) Touchbase

For more information on solutions for BlackBerry, visit www.blackberry.com/go/success

Results

There is no doubt about the success of the implementation of the BlackBerry solution at Touchbase.

“The BlackBerry solution has revolutionised every aspect of our business,” Corden explains. “And, the business results make that clear.”

Improved communication: Constant connection and mobility means the speed and ease of communication within Touchbase has been greatly enhanced. Because email exchanges are virtually instantaneous, the communication threads remain fresh. This cuts the need for backtracking and further reduces response time.

Expedited Sales: The ability to communicate with clients and international teams in real-time has sped up the sales process, increasing efficiency, and leading ultimately to a rise in sales revenue.

Savings on time and costs: The increased efficiency in communication both internally and externally has saved significant time for all levels of employees at Touchbase and has improved general productivity.

Improved Service: With the push email functionality of BlackBerry devices, employees in the support teams are able to respond in real-time to customer queries and receive instant updates on technical and service issues effortlessly.

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