

Case Study

NZ Lotteries Use BlackBerry and METAMessage Corporate Mobility Tools to Manage Quality Control



Company: The New Zealand Lotteries Commission, the only lottery operator in the country, runs a network of more than 750 lottery ticket retailers.

Industry: Government - Crown-owned Entity

Region: Asia Pacific

Company Size: Large Enterprise

Email Environment: Microsoft® Exchange

Type of Solution: Sales Force Automation and CRM

BlackBerry Partner Solution: METAMessage® from Solutions On Hand

Business Challenge: Sales representatives who monitor individual lottery store performance needed a better way to record quality control results from the road.

Solution: The BlackBerry Enterprise Solution™ with METAMessage offered a way to input Call Reports on each sales representative's BlackBerry® device while they were in the store and to have the information sent directly into the organization's AS400 database.

Results:

- Better time management
- Simplified method of reporting
- Back office wins
- Improved business optics

The Challenge: Improve on a Paper-based Reporting System

The New Zealand Lotteries Commission (NZ Lotteries) sells millions of lottery tickets each month through a network of more than 750 retail outlets. Some locations are within independently owned businesses; others are kiosks inside larger, corporately-owned stores.

A sales team of overstretched territory representatives covers the country, overseeing the performance of the outlets. These reps spend much of their lives on the road. Every month, they drive to as many as 80 stores in their area. At each outlet, they fill out a paper-based Call Report, which is a quality control checklist that monitors details such as the appearance of the stores, staff, branding for the lottery and the success of promotions.

The approach was limited, not just for sales representatives who found it time-consuming, but also for processing data at head office. Every week, written Call Reports were manually keyed into an Excel spreadsheet. The spreadsheet was uploaded into the AS400 system and a monthly report was printed so that Sales Managers could review overall store performance.

"Our sales representatives were also having trouble keeping up with email," says Liz Knight, Network Administrator. "They had laptops with them, but most often they wouldn't be near a connection until the evening when they got back to their hotels. All responses to emails had to wait until they could login."

Why BlackBerry?

NZ Lotteries chose the BlackBerry Enterprise Solution as a way to wirelessly complete Call Reports and help lighten the workload for mobile sales representatives, especially in terms of managing their email.

They installed the BlackBerry Enterprise Server™ enabled with the Mobile Data System™ (BlackBerry MDS), a feature that allows applications to run on BlackBerry devices. METAMessage software, developed by Onset Technology and supplied by Australian technology consultant Solutions On Hand, wirelessly manages the Call Reports on the BlackBerry devices and updates the collected data to the organization's AS400 system.

Less reliance on laptops: With push-based email, sales representatives no longer need to power up a laptop or find an Internet connection. They're better managing their time by staying on top of email and eliminating the need to come back to the office so often throughout the day.

Proven security: The BlackBerry Enterprise Server offers several, proven advanced security features that appealed to NZ Lotteries, including Triple DES encryption, handheld password protection and handheld lock-down policy rules. Security is very important to NZ Lotteries to ensure it maintains the highest standards of integrity in its dealings with the public.

"From a technical standpoint, our main priority for a mobile solution was security," says Knight. "We have a very secure system here because the lottery must be seen to be completely fair and impartial. BlackBerry offered us the kind of security behind the firewall that we needed."

Easy IT integration: It was equally important to find a mobile solution that would integrate with their existing infrastructure – a Microsoft Exchange environment with AS400 servers.

"We are also implementing a new SAP system," says Knight. "We were convinced BlackBerry was the right choice because it is a platform that easily integrates with our current systems and will grow with us as we introduce new ones."

"BlackBerry offered us the kind of security behind the firewall that we needed."

~ LIZ KNIGHT, Network Administrator

Partner Profile:



Company: *Solutions On Hand*

- Has a reputation in Australia and New Zealand as a leading consultant for remote technologies
- As well as developing their own mobile solutions, they represent METAMessage from Onset Technology by selling and supporting the product

Featured Product: METAMessage

Application Type: Sales Force Automation and CRM

Business Value:

"We discovered with help and advice from Solutions On Hand that we don't need fancy hardware to be successful. BlackBerry and METAMessage allow us to be more efficient, save time, communicate and share knowledge."

~ LIZ KNIGHT, *Network Administrator*

Managing Call Reports from the BlackBerry Device

To help change the way Call Reports were completed, NZ Lotteries turned to Solutions On Hand. The Australian technology consultant offers software development services for remote technologies and is the South Pacific reseller for METAMessage – the solution that best fit the lottery's needs.

METAMessage is an out-of-the-box solution for connecting BlackBerry devices to virtually any data source. The solution is simple and transparent for the user since all they have to do is select a form from the METAMessage application on the BlackBerry device and input the data.

"What we essentially did was use METAMessage to create a form on the device that contained all the information we gathered in our survey," says Knight. "The sales representative just has to tick boxes next to questions about uniforms, merchandising and stock, and the device does the rest. It's a very simple but effective quality control solution."

The new system not only affected the sales representatives, it also enabled automated data collection at the back end. It was no longer necessary to have a clerk key in the results of surveys at the end of every week. Data input through METAMessage on the BlackBerry device was sent directly to the AS400 server via the METAMessage Data connector.

"We can now generate Store Reports every week for the sales managers versus every month as it was before, and that helps with their decision-making," says Knight. "We also freed up a clerk, who was doing this job, and reassigned that person to other mandatory business needs."

Discovering the Power of Wireless Data Across the Organization

BlackBerry and the METAMessage solution is already adding value in other areas of the organization. The Marketing Department has created a wireless form for reviewing the success of promotions conducted at various stores.

"Before, they had to fax out questionnaires to the outlets to see how a Mother's Day ticket promotion went," says Knight. "That meant we'd get back about 600 faxes to then key into the system, and it was not necessarily done in a timely manner."

Using METAMessage on the BlackBerry device, sales representatives now gather information about promotions while they are in the stores and send the information back as they receive it. The Marketing Department gains a more accurate and speedy way of assessing its success rates.

The sales representatives are even taking advantage of the print from anywhere feature of METAMessage. Using their BlackBerry devices, they can send a document to be printed at the office. By the time they arrive back from a day on the road, their documents are waiting for them, reducing the amount of administrative time they spend in the office.

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

Results

Better Time Management: The new solution helps mobile workers manage their time more effectively with email and calendar access on the road.

Simplified Method of Reporting: Sales reps find it easy to input data on the electronic form and a new process for completing Call Reports at outlets

Back Office Wins: Their new solution minimizes a labor-intensive data entry process, removing the need for a data entry clerk.

Business Optics: Store reports are generated every week versus every month. Making automated reports available weekly provides valuable business insight.

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