

SCHÖCK BAUTEILE GMBH TRANSFORMS CUSTOMER SERVICE WITH BLACKBERRY SOLUTION AND MOVENTO



Schöck Bauteile GmbH specialises in the assembly of construction parts. Located in the German city of Baden-Baden, the company was founded in 1962 by Eberhard Schöck. When it launched, Schöck only had a handful of employees and focused on the construction of basements for prefabricated houses. Today, it is a thriving business with 450 employees, and supplies and distributes innovative construction components and systems for concrete building and brickwork.

Schöck's motto is to 'build a better way' – an ethos that could be applied to its search for an effective communications solution. A solution that could help maintain its high levels of service to its existing clients and enable its employees to make the most of new business opportunities.

THE CHALLENGE

Schöck's one hundred strong field staff have a varied daily schedule. Customer meetings and appointments are often rescheduled at the last minute. Therefore, it's important the team are able to react quickly. Staff need to be able to arrange new meeting times but most of all, use spare time efficiently to complete tasks. While away from the office, rapid access to customer and project data is imperative.

THE SOLUTION

Schöck wanted to equip its customer facing employees with BlackBerry® smartphones to ensure they had consistent access to customer information when supporting existing clients on construction sites and make use of time between tasks to follow up on new business leads.

Movento, an expert Customer Relationship Management (CRM) solutions provider, introduced SAP's Mobile Sales Online application, a standard component of SAP's CRM software, to Schöck's workplace. This allowed access to important customer data via a BlackBerry smartphone.

Hansjörg Beck, project manager at Schöck says, "We really needed a solution that meant our field staff could have mobile data access, on the go, all the time. Therefore, we chose to use BlackBerry® Enterprise Server with Lotus® Notes and Movento software for data access to Mobile Sales Online by SAP. Our field staff can now react quickly and directly with their business partners via their BlackBerry smartphones. They can also manage time away from the office more efficiently by pursuing their sales leads and writing reports remotely."

Christoph Resch, CEO of Movento, comments on the uncomplicated and easy-to-manage solution, "We did not try to visualise the entire spectrum of possible features on the mobile device, but instead focused on mobilising those features essential for Schöck's staff when away from the office. Our CRM solution delivers applications tailored specifically for BlackBerry smartphones."

BENEFITS

**IMPROVED
CUSTOMER SERVICE**

**INCREASED PRODUCTIVITY
AND CONNECTIVITY**

**COST EFFECTIVE TO
IMPLEMENT AND MANAGE**

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project manager, Schöck Bauteile GmbH

THE BENEFITS

With the BlackBerry solution, Schöck's employees can access customer information quickly and easily; everything from reports, meeting notes, calls, and emails. New information can be added directly from the BlackBerry smartphone and existing data can be altered if necessary.

Schöck now benefits from faster reaction times in answering customer enquiries and increased availability of staff members. In addition, the intuitive interface of the device means that staff actually enjoy using them. Hansjörg Beck explains, "We are especially fond of the keyboard functionality which makes typing very easy." Other features typical of the BlackBerry smartphone, like the direct dial function, are closely integrated with the CRM core database. The user can directly call or email a person by clicking on the relevant contact details in the SAP CRM. Offline data storage is, therefore, redundant.

Hansjörg Beck adds, "This is clearly the easiest way to access customer data while on the go. We looked at the alternative of notebooks with a portal solution, but that would have been much more complicated and expensive. Training all our staff members and implementing the solution could not have been easier."

Schöck found the initial outlay on the BlackBerry solution to be minimal and that the implementation was inexpensive to both manage and operate. Hansjörg Beck confirms, "The solution has been very cost effective by drawing back on already existing core data and processes from both the activity management features of SAP CRM and the Movento project management tool."

BlackBerry smartphones are now used across the entire company throughout Europe. Members of the executive board, department heads, field staff, the product management team, and heads of staff units all use BlackBerry smartphones to ensure they are keeping on top of their day.

Schöck now plans to equip its entire mobile staff with BlackBerry smartphones. Hansjörg Beck concludes, "We are really focused on ways to enhance our business. We keep records of all activities regarding our customers, like interesting construction projects and always make notes on phone calls so that we do not miss any new business opportunities. Being connected with our database while on the go clearly meets the demands of efficient opportunity management."

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
SCHÖCK BAUTEILE GMBH

