

# BlackBerry Customer Success Story



Business Corporate Association S.A. de C.V. (BCA) is an authorized reseller of Grupo Iusacell's mobile telephony services and operates under two brands: Iusacell and Unefon. Since 2000, BCA has provided enterprise telecommunication services to companies of all sizes and also sells to end consumers through a network of retail stores located in Mexico City.

**Industry:**  
Technology

**Region:**  
Latin America

**Company Size:**  
Small Organization  
80 employees

**Email Platform:**  
Microsoft® Exchange

**Solution:**

- Ubicacel by Iusacell ]
- Geocontrol by Iusacell
- BlackBerry® Messenger (BBM™)

## BlackBerry Solution Helps Mexican Mobile Service Reseller Improve Sales Productivity

### Key Benefits:

- Improved sales productivity
- Remote access to product catalogues and pricing
- Faster process to submit product orders and to retrieve quick product stock updates
- Better management of field sales performance

### The Challenge

Getting from point A to point B in one of the most transited cities in Latin America was a challenge for BCA's field sales executives and product delivery staff. Because they spent much of their day visiting customers, the notorious bottlenecks of Mexico City's traffic often caused the BCA team to miss client appointments and opportunities to potentially grow the business.

In addition, BCA needed a way to keep track of their sales executives and delivery personnel on the road. Without knowing the location of staff at any given time, it was difficult for managers to identify and assign the closest team member when a customer or delivery request came through.

BCA's sales reps, both in the field and in its retail stores, did not have remote access to the most current sales information, such as product stock availability, pricing or special discounts. This lack of access to information meant that sales reps had to get back to the office to place an order. If the product was no longer in stock, it caused delays in delivering orders and affected customer satisfaction.

"Submitting an order was done manually and the process was lengthy," said Benjamin Castillo Alba, General Director,

BCA. "Sales reps could only complete an order form after returning to the office, delaying the process and leaving room for human error."

### The Solution

BCA equipped its managers, delivery staff, field and retail sales reps with BlackBerry® smartphones. These employees were also provided with a link to Iusacell's website to download and install the Ubicacel and Geocontrol applications directly onto their device.

The Ubicacel app uses the built-in GPS capability of BlackBerry smartphones to allow BCA's managers to assign routes to field sales executives that help to avoid traffic and to assign sales visits to the sales rep that is closest to the customer. Managers also use the app to identify the location of their field personnel and the amount of time they spent at each stop. The app automatically creates an alert when a field sales rep or delivery person leaves a designated working area, so that the supervisor can help get him or her back on track.

“Having our customer-facing staff equipped with BlackBerry smartphones has not only helped boost our sales productivity and close deals faster; it has also helped us demonstrate, by our own example, that there are many advantages of working with mobile solutions.”

~ Benjamin Castillo Alba, General Director, BCA

Geocontrol, the second application deployed by BCA, was designed to allow BCA field sales reps to view product catalogues, including descriptions, photos and videos, up-to-the-minute product inventory and information on special discounts and promotions.

The Geocontrol app is designed to allow a sales executive to complete a product order form directly on the BlackBerry smartphone by accessing a digital form. Once the form is completed and submitted over-the-air, an executive at BCA’s central office enters the information in the corporate system, reserves the products ordered and updates the product inventory.

BCA managers and field staff also use BlackBerry® Messenger (BBM™) and the email functionality of BlackBerry smartphones to stay in close contact and respond quickly to inquiries. “In fact, one of our largest vendors uses BlackBerry smartphones and we keep in constant communication to ensure quick delivery of products and complete orders via BBM,” said Castillo Alba.

### BCA’s Benefits

By being able to track the location of field sales reps and delivery personnel using their BlackBerry smartphones, BCA managers can assign customer visits to the sales executive nearest to the customer location; this helps to avoid reported traffic jams and reduces long distance travel. As a result, BCA field executives are typically able to visit more customers in a day, thus increasing

opportunities to grow the business. The Ubicacel app on the BlackBerry smartphones has also helped supervisors manage field sales reps’ time, which helps increase productivity.

The Geocontrol app on the BlackBerry smartphone has helped BCA’s sales executives give customers accurate product information in near real-time, without having to be at their desks. Having access to the company’s most recent product availability information has also helped sales reps manage customer expectations on-the-spot, leading to improved customer satisfaction.

Having remote access to special discounts and promotions has also benefited BCA’s bottom line. “It gives our sales team more leverage to negotiate and win contracts right in the customer’s office, while sitting in front of them,” said Castillo.

The process for entering orders also improved. Now, BCA field sales reps can input information from virtually anywhere in the city with their BlackBerry smartphones. This access helps reduce the time to process orders and has helped reduce the mistakes caused by delayed inputting.

“We are in the business of selling smartphones,” said Castillo. “Having our customer-facing staff equipped with BlackBerry smartphones has not only helped boost our sales productivity and close deals faster; it has also helped us demonstrate, by our own example, that there are many advantages of working with mobile solutions.”

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