

# BLACKBERRY SOLUTION HELPS COLOMBIAN BANK IMPROVE EMPLOYEE COMMUNICATION AND SERVICE TO CUSTOMERS

## Industry

- Financial Services

## Region

- Latin America

## Company Size

- Large Enterprise

## Solution

- Bancolombia App developed with TODO1® Services, Inc
- BlackBerry® Enterprise Server
- BBM™

Bancolombia is a group of financial services companies with more than 130 years of industry experience in Colombia. The bank offers a wide range of products and services to a diversified clientele of individual and corporate customers, with a portfolio of more than 7 million customers in the country.

### The Challenge

Bancolombia's executives are regularly out of the office in meetings or on extended business trips. But they require uninterrupted access to email and the ability to receive documents, such as internal bank activities or important issues like vacation requests. In the past, they had to rely on desktop email, but often had limited access to computers. Lack of access resulted in delayed answers and approvals from directors and vice presidents.

Communication among the bank's departments was also limited, particularly for sales reps that spend a lot of time on the road visiting clients.

At the same time, Bancolombia wanted to deliver a unique mobile solution to its corporate customers and other people in the financial and investment sector – an important market for the organization. Many of the people in this sector want consistent access to financial reports and the Colombian stock market.

Bancolombia required a solution to improve internal communications among its employees, facilitate financial information, and provide customers with simple mobile banking services for transaction inquiries and transfer of funds. Due to the sensitivity of information being transmitted, the bank also needed to feel peace of mind that any communications would be sent and received as securely as possible.

### The Solution

Bancolombia equipped over 2,200 employees from 800 branches with BlackBerry smartphones, including built-in email, calendar and task management functionality.

"Our employees can now use email as if they were sitting in front of their desktop computers," said David Zuluaga Arango, Infrastructure Analyst Bancolombia. "In addition, our managers can approve vacations and other administrative processes by email and our sales force can update their calendars and close agreements with customers, all with their BlackBerry smartphones."

Employees now communicate and stay in touch with their work groups by using BBM. The organization has added additional users from other departments, including sales and administrative staff, and has implemented the BlackBerry Enterprise Server to manage their BlackBerry smartphones.

To better serve customers, the Bank launched a mobile banking application for BlackBerry smartphones, developed with TODO1. The Bancolombia App can be downloaded from BlackBerry App World™ or by scanning a barcode located on the bank's promotional ads.



**"We thought about what our customers needed to have in their pocket and saw that having almost immediate access to information from anywhere would help them make financial decisions, such as buying and selling currency or treasury bonds. The Bancolombia App has brought us closer to our customers because we are more aware of their needs"**

**Diana Marcela Arysmendi**  
Mobile Channels Management Analyst  
Bancolombia

In addition to its traditional mobile banking functions, investors can use the app to obtain up-to-the-minute information on the Colombian financial market. The data provided by Bancolombia App is automatically updated on the back-end servers and is available almost immediately for customers, even in the most remote parts of the country, where there might not be a branch. With the application, customers can search for banking services such as: bank branches, ATMs, bill pay centers, and Correspondent Banks, and view the address, phone number and hours for service locations, as well as directions to the closest one.

### Bancolombia's Benefits

With the BlackBerry solution, executives now have remote access to information and can send approvals by email for vacations and other administrative processes. This has helped them improve decision-making and productivity even when they are out of the office. Staff can now also check their agendas at any time to keep up with their appointments.

"The BlackBerry solution is a solid collaboration tool for the executives, who now have remote access to their email and calendars. It has simplified their access to information, offering a mobility they didn't have before," said Zulaga.

The Bancolombia App allows its users to view financial market information on their BlackBerry smartphones, giving them access to financial information such as market index charts and a listing of the shares being traded on the Colombian market. Investors have responded well to having access to this sort of updated information.

"We thought about what our customers needed to have in their pocket and saw that having almost immediate access to financial information from anywhere would help them make decisions, such as buying and selling currency or treasury bonds," said Diana Marcela Arismendi, Mobile Channels Management Analyst, Bancolombia. "I believe the Bancolombia App has brought us closer to our customers because we are more aware of their needs."

The App has had great success, with more than 104,000 downloads to-date. Since customers can now complete most of their basic transactions on their BlackBerry smartphones, the bank can devote its resources and time to customers who come into the branch looking for more extensive customer service.

### Key Benefits

- Quicker decision-making for executives
- Increased productivity for personnel
- Improved inter-departmental communication
- Increase in online bank transactions
- Access to up-to-the-minute financial information on market activity

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