

LEADING EXECUTIVE CAR SERVICE ONCE AGAIN CHOOSES BLACKBERRY SOLUTION FOR ITS RELIABILITY AND SECURITY FEATURES

Industry

- Services

Region

- North America

Company Size

- Medium Sized Business

Solution

- BlackBerry® smartphones
- BlackBerry® Enterprise Server
- Custom application developed by Aleph, Inc.

The Executive Transportation Group (ETG) is an executive car service in New York City servicing more than two million passengers annually. ETG markets directly to some of the largest and most notable government institutions, banks and law firms in one of America's most populous cities. With nine decades of experience, this Brooklyn-based company employs over 250 people to help coordinate and dispatch approximately 1,800 vehicles in a high-volume market.

The Challenge

In 2005, ETG deployed a BlackBerry solution to streamline communications and automate the dispatch process. In early 2012, a change in their mobile network provider prompted management at ETG to review their mobile needs. For a company transporting top executives at financial institutions and important government officials, security was the number one concern.

"In our business, it's critical that we do everything in our power to protect our clients – that means their location, destination, credit card information, and personal information need to be considered," said Mark Heminway, Vice President of Operations and Business Development at The Executive Transportation Group. "Information security is not just good for customers, but our customers demand it."

During ETG's four month review of many smartphones and tablets, Heminway met with a number of information-security managers. What he learned is that these experts were not satisfied with platforms that relied on third-party software to provide add-on security features.

The Solution

Following the advice of the information security managers, ETG made the decision to stay with BlackBerry and upgraded their existing BlackBerry smartphones to a newer model. ETG deployed 1,800 BlackBerry® Bold™ 9930 smartphones to management and drivers. Because the company was already running on a BlackBerry Enterprise Server, the new smartphones integrated quickly and seamlessly with the third-party, custom application, developed by Aleph, Inc., that runs ETG's automated dispatch system.

Clients typically make a car reservation with a phone call, on the company website or using a travel agent. Once the order is in the system, reservations are automatically paired with a car using the application and GPS functionality on the BlackBerry smartphone. The application also selects the driver based on customer preferences, like car style and size.

Once sent by the dispatch system, a notification will sound on the selected driver's smartphone. The details of the reservation – including passenger name, location and any special requests – show up on the smartphone screen and the driver can accept the job by tapping the screen or clicking the button.

"Immediately after clicking 'accept', the screen displays everything the driver needs to know about the reservation," said Heminway. "They know that they need to pick up Mr. Jones from the airport at 10 a.m., which flight they're on and that they'll be waiting in



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Vice President of Operations and Business Development.
The Executive Transportation Group



baggage claim. All of that information is instantly visible without any further messaging or typing required by the driver.”

During the upgrade and throughout its relationship with Research In Motion® (RIM®), ETG has received technical support and product information. “Fast and responsive customer service was one of the criteria we considered when evaluating the other platforms,” said Heminway. “From our experience, tech support and the sales team at RIM have been here to help whenever we need something.”

The Executive Transportation Group's Benefits

The BlackBerry solution has helped ETG to retain important clients thanks to its ability to demonstrate a highly secure information security system. “Security is a top priority for our clients and they require us to apply the same level of security when we serve them,” said Heminway. “Some of our customers told us they use RIM products because they provide the most secure environment and we chose a BlackBerry solution because we want our clients to know we’re taking security very, very seriously.”

The smooth integration between the BlackBerry Enterprise Server, BlackBerry smartphones and third-party app also enables dispatch to push a lot of information out to drivers, while allowing drivers to respond quickly and manage their workflow.

“We operate 24/7, 365 days a year in a fast-paced, high-volume business,” said Heminway. “To stay competitive, we need a fast, reliable and highly secure mobile solution and that’s exactly what we’re getting with the BlackBerry smartphones and BlackBerry Enterprise Server.”

The GPS functionality on the BlackBerry devices helps ETG’s dispatch to keep track of drivers. It also gives them the ability to direct drivers to an area of the city in higher demand for executive car services. This helps ETG improve customer satisfaction by reducing the amount of time between the moment a reservation is placed and moment the client is picked-up.

Upgrading to the BlackBerry Bold 9930 smartphones has allowed drivers to access information on the custom dispatch application more quickly and easily. “The drivers find it easier to operate the application because they can use either the screen or the keyboard,” said Heminway. “The drivers love their new phones.”

Heminway also sees ETG’s relationship with RIM as a rewarding benefit. “We feel like we can pick up the phone and call our team at RIM without hesitation,” said Heminway. “Whenever we have an issue, the team at RIM responds right away to help us with what we need.”

Key Benefits

- Meets the security needs of clients
- Offers drivers and dispatch a fast and convenient way to manage workflow
- Improves speed and reliability of communications
- Touch and type keyboard improves ability to respond quickly and easily

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