



# BlackBerry Customer Success Story



## Driving Instructors Save Time and Decrease Lost Revenue with Help From BlackBerry Smartphones

### THE CHALLENGE

Instructors for Young Drivers spend most of their time on-the-go driving from one private lesson to the next. The majority of their clients are new drivers between 16-19 years old. Typically, instructors will meet each student at their school, home or another designated location to teach hands-on driving techniques and skills. It is not uncommon for a student to be late or to forget the time and place of the lesson.

“Our students have busy lives,” said Peter Christianson, long-time President of Young Drivers of Canada. “In the past, when a student was not at the meeting place at the appointed time, the instructor had to find a phone booth or use their personal cell phone to contact the main office for help and instruction.” The scheduling office would call the student or their parent to find out whether they were late, lost or not able to make the appointment and then call back to the instructor with a new time or location for the lesson.

In the absence of a standard company-wide mode of communication, no-show and late appointments were delaying the lesson schedule, meaning longer and later work days for most instructors. “This can be a frustrating part of an instructor’s job,” said Christianson. “We believe that it’s important to keep morale high in order to retain the best driving instructors, so we knew we had to do something to fix this problem.”

### THE SOLUTION

To combat its communications challenge, Young Drivers tasked its IT department to investigate a mobile solution to improve business processes and improve efficiencies. In the end, the company decided to equip its instructor force across Canada with BlackBerry smartphones. As mobile employees, instructors are constantly commuting between their homes, classrooms and in-vehicle lessons. At the start of each day, the head office sends an email to instructors with lesson updates and any schedule changes. Out in the field, the instructors use their BlackBerry smartphones to stay connected with head office, fellow instructors and their students.

“When an instructor arrives at the school and the student is not waiting at the pick-up point, the instructor can try all the means of communication available with the BlackBerry smartphone - whether it’s email, BlackBerry Messenger (BBM), text or a phone call,” said Christianson. “Without much of a delay, they can figure out that the student is waiting at the north entrance of the school and the instructor is at the south entrance. Before the BlackBerry smartphone, they might have missed each other completely.” Because most of the company’s students are teenagers who are

Young Drivers of Canada (Young Drivers) offers driver training programs to new and experienced drivers in six provinces. The company’s 325 instructors provide both classroom and one-on-one in-vehicle lessons about the rules of the road and specific collision-free techniques like head-on collision avoidance and rear-crash avoidance. For more than four decades, Young Drivers has developed a tailored curriculum and trained instructors to provide graduates with the skills they need for collision-free driving.

**Industry:** Transportation

**Region:** North America

**Company Size:**  
Mid-sized Business - 400 employees

**Email Platform:**  
Microsoft® Exchange

**Solution:**

- BlackBerry® smartphone
- BlackBerry® Messenger (BBM™)
- GPS navigation tools

“Since the deployment of BlackBerry smartphones throughout our workforce, we have dramatically reduced the number of missed or canceled lessons.”

**Peter Christianson**  
President  
Young Drivers of Canada

accustomed to communicating through their wireless devices, using the BlackBerry smartphone provides a quicker and easier way to communicate. In some cases, students and instructors exchange contact information and, in other cases, communication is co-ordinated through the head office.

The company’s head office routinely sends schedule updates to instructors, including traffic updates, road closure notifications and lesson information. Because the information is delivered directly to instructors’ BlackBerry smartphones, head office knows that the instructors have access to all the latest information regardless of their location.

The BlackBerry solution also helps with quick communication and collaboration with other instructors and Young Drivers’ employees. “An instructor will often call or email the office to report a traffic jam or a crash on the freeway,” said Christianson. “Then, we can send a notice to all the instructors to let them know so they can avoid getting caught in traffic.”

## YOUNG DRIVERS OF CANADA’S BENEFITS

“We used to have about 20,000 no-show lessons throughout the year system wide, which would mean lost income for our instructors,” said Christianson. “Since the deployment of BlackBerry smartphones, we have reduced that number to only 5,000 no-show lessons over the year from coast to coast.”

Christianson attributes the dramatic drop in missed lessons to the improved and nearly instant communication between the instructors, head office and students thanks to the BlackBerry solution. When a student misses an appointment, Young Drivers charges a reduced-price cancellation fee. However, if an appointment is missed for an emergency, then the fee is typically waived. The financial impact can be considerable.

“We believe it’s important to protect the company from financial loss and eliminate frustration on the job,” said Christianson. “Employee satisfaction has increased in large part because we have equipped them with the right tool to solve the problem of missed or late appointments.” Before the institution of their BlackBerry solution, instructors routinely experienced frustration with students who were late or in the wrong meeting spot. Now, they have a way to connect with their students more quickly and in a mode which young adults often communicate.

For the scheduling department, the use of mobile email correspondence has improved transparency and accountability. “We now have a record of lesson updates and changes to the schedule,” said Christianson. “We get email confirmation, so we have fewer errors and when we do see errors, the office staff can trace back to see where it went wrong.”

An unexpected advantage is the instructors’ ability to find locations using the GPS function available with the BlackBerry smartphone. If an instructor cannot find a new student’s address, then they will turn to their smartphone for directions. “It’s a very handy tool,” said Christianson. “I don’t have to carry a camera or a GPS. It’s all available on my BlackBerry smartphone.”

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## KEY BENEFITS

- Improved communication between head office, mobile instructors and students
  - Reduction in missed or late appointments
  - Improved employee satisfaction
  - Increased transparency and accountability in communication
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