

Case Study

BlackBerry Helps 'Make It Work' Even Better: Fast-Growing Business Uses BlackBerry Enterprise Solution to Streamline Operations and Deliver on Service Commitment



Company: Make It Work, Inc., the Neighborhood Computer Support company, has a passion for delighting its customers. The company is a fee-for-service technical support business serving residential users, small businesses and the mobile workforce. MIW offers on-site services ranging from computers to home theater, and just about everything in between.

Industry: Manufacturing/Technology

Region: Americas

Company Size: Small-Medium Business

Email Environment: Microsoft® Exchange

Type of Solution: Field Service, CRM & Dispatch Operations

Custom Solution: CRM, Automotive Maintenance, In-house 'Wiki'

BlackBerry Partner Solution: Mobile Admin from Rove Mobile Inc.

Business Challenge: Customer Service Technicians were accessing service requests, work orders and billing information via laptops – and to do so, they had to track down an Internet connection several times a day. As a company dedicated to customer service, Make It Work wanted a better way.

Solution: The BlackBerry® Enterprise Server with BlackBerry MDS Services was installed and BlackBerry smartphones were deployed to field technicians. Make It Work developed applications that tied to features of their own CRM solution, providing wireless access to service appointments, work orders and on-the-spot billing.

Results:

- More efficient customer service
- Streamlined billing and sales-tracking
- Immediate knowledge-sharing



The Challenge: Mobilizing Planning, Scheduling and Billing

Make It Work is truly a mobile company. Serving a Southern California marketplace of home users, small businesses and the mobile workforce, their Customer Service Technicians pull up in the company's trademark Mini Coopers to troubleshoot computing challenges and advise on all things technical.

Before implementing their BlackBerry solution, Make It Work relied on remote access software (RAS) for planning, scheduling and billing – which meant that technicians had to find an Internet connection for their laptops to check work orders and appointments. As Eric David Greenspan, the company's CEO and co-founder acknowledges, this system had its challenges. "It was painful," he says. "Our Customer Service Representatives would have to post a work order on the technician's calendar using Microsoft Outlook®. To see it, the technician would have to boot up their computer and access the system, often using a client's Internet connection – which you hoped wasn't dial-up. The process was taking 10 to 15 minutes, was filled with frustration and didn't allow us to know if a technician had received the appointment."

Why a BlackBerry Solution?

When your business model depends on providing clients with an instant response, and your service goal is to provide 100% customer satisfaction, virtual real-time communication is essential. Make It Work had been doing an admirable job of staying on top of its customer service commitment, but took this promise a giant leap forward with the BlackBerry® Solution.

In 2004, after a detailed review of potential solutions, Make It Work chose the BlackBerry Enterprise Server with BlackBerry MDS Services. Each Customer Service Technician was given a BlackBerry smartphone equipped with several applications developed in-house and linked to their homegrown CRM solution.

Right away, they realized a wide range of benefits, including:

- Improved customer service, with technicians arriving on site, on time, as promised
- Faster response time on work orders: from 15 minutes to 30 seconds
- On-the-spot calculations for faster billing cycles and up-to-the-minute sales data
- Streamlined administrative processes – which meant dedicated personnel could be redeployed to more important functions
- A scalable, flexible solution that could form the basis of the company's long-term expansion plan

"BlackBerry has allowed us to make sure we're always on time. We're now in constant communication with the back office. If someone is going to be delayed, our customers know about it instantly. In a business that's about instant response and 100% satisfaction, you can't underestimate what a tool like this means to us."

~ERIC DAVID GREENSPAN, CEO and Co-Founder



"With the BlackBerry Solution we can now maintain a constant billing system, like any big box retailer would have. We can look at any time of the day and tell you what our sales are."

Eric David Greenspan
CEO and co-founder
Make It Work

Leveraging an Existing CRM Solution for Improved Customer Service

The technical gurus at Make It Work had already built a custom CRM solution for tracking client data, product sales, work flow and work orders. The issue now was finding a way to provide wireless access to these resources.

The most obvious target was scheduling and work order processing. In less than two days, the company wrote applications for their BlackBerry solution that changed everything. Now, when a call comes in, a Customer Service Representative posts it to the technician's Outlook calendar. The appointment is automatically pushed out to the smartphone through the BlackBerry Enterprise Server via Outlook's Meeting Request feature. The result? The company is able to receive a response from a Customer Service Technician within 30 seconds – instead of the average 15 minutes with the old system.

"BlackBerry has allowed us to make sure we're always on time," says Greenspan. "We're now in constant communication with the back office. If someone is going to be delayed, our customers know about it instantly. In a business that's about instant response and 100% satisfaction, you can't underestimate what a tool like this means to us."

Streamlined Administration and Billing

The work order application also allows the Customer Service Technicians to calculate billing on the spot. Billing for service is straightforward. But since Make It Work also sells computer equipment and parts, they needed a way to bill for products as well.

Using their BlackBerry smartphones, technicians can search for part numbers, look up pricing and check availability. Auto-calculations add up the work done and products sold. Then, a copy of the bill is sent automatically to the back office, which generates an email invoice for the customer. "We can now maintain a constant billing system, like any big box retailer would have," says Greenspan. "We can look at any time of the day and tell you what our sales are."

In addition to speeding up the billing cycle, BlackBerry has allowed Make It Work to eliminate a lot of administrative overhead. Before, one or two Customer Service Representatives were specifically assigned to opening and closing work orders. Thanks to their BlackBerry solution, the process is now automated and the company has been able to reassign the staff dedicated to this role to new positions that help drive the company forward.



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Ongoing Innovation

Make It Work is always looking to innovate and improve the way they conduct their business. And their BlackBerry solution never ceases to provide new ways to do just that.

To help technicians manage the large volume of emails they receive each day, Make It Work has designed a system that redirects them to key information – appointments and service requests – before they can access other non-essential messages. This ensures that nothing important gets missed, even when there's a steady stream of incoming mail.

They've applied the same philosophy to automotive maintenance. It may sound like a minor detail, but the Mini Coopers that technicians drive all day log a lot of miles. To ensure the fleet is perfectly maintained, Make It Work created another BlackBerry-based solution. Now, on a regular basis, technicians have to check their cars thoroughly and respond to a checklist using their BlackBerry smartphones before they get their emails and other details for the day.

Even the IT team benefits from a BlackBerry-based solution. Mobile Admin offers IT administrators the ability to perform a wide range of network management functions from their BlackBerry smartphones, including:

- Resetting passwords
- Managing users and groups
- Rebooting servers
- Restarting services or failed tasks

As CTO and co-founder Jeremy Anticouni explains, "It lets us handle key admin functions from almost anywhere, which is incredibly useful. It also means we can troubleshoot immediately – even from a restaurant – and prevent any potential downtime."

Most recently, Make It Work has started its own Wiki. It's a repository of useful information – job-related tips and tricks, suggestions on problem-solving and other helpful tidbits – that can be updated by any technician. Using their BlackBerry smartphones, they can access it or add new content from just about anywhere. "Sharing information this way really improves the overall level of service," explains Anticouni.

Partner Profile:



Company: *Rove Mobile Inc.*

- Serves a global customer base of more than 3,000 corporations with mobile access solutions, including a wide range of governmental organizations and Fortune 500 companies.
- Applications such as Mobile Admin and Mobile SSH allow IT administrators to securely manage their networks with their BlackBerry smartphones

Featured Product: Mobile Admin

Application Type: Network and Systems Management

Business Value:

"Rove lets us handle key admin functions from almost anywhere, which is incredibly useful. It also means we can troubleshoot immediately – even from a restaurant – and prevent any potential downtime."

~JEREMY ANTICOUNI

CTO and Co-Founder, Make It Work



Alliance Member

For more information, visit www.rovemobile.com

Delivering the Benefits

Currently serving five counties in Southern California, Make It Work has plans to expand nationwide. "Because of our experience with BlackBerry, we've realized that all we have to do is deploy another Customer Service Technician with a BlackBerry smartphone and a Mini Cooper almost anywhere in the U.S. and we have a fully remote service," says Greenspan.

But it's not just a matter of logistics. Greenspan says his customers are highly impressed with the professionalism of the service as well. They regularly comment on the uniqueness of the BlackBerry solution and what it means to the service they receive. Adds Anticouni: "BlackBerry is really the glue that keeps everything together. It makes our operations so much more efficient and user-friendly. We wouldn't want it any other way."

Their BlackBerry solution has allowed Make It Work to:

- Improve customer service, with technicians arriving on site, on time, as promised
- Speed up response time on work orders: from 15 minutes to 30 seconds
- Conduct on-the-spot calculations for faster billing cycles and up-to-the-minute sales data
- Streamline administrative processes
- Share information immediately through a user-generated Wiki
- Keep tabs on car maintenance and road safety
- Build a long-term expansion plan based on this scalable, flexible technology

For more information on BlackBerry solutions, visit www.blackberry.com/go/success

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