

Case Study

NZ Lotteries Use BlackBerry and METAMessage Corporate Mobility Tools to Manage Quality Control



Company: The New Zealand Lotteries Commission, the only lottery operator in the country, runs a network of more than 750 lottery ticket retailers.

Industry: Government - Crown-owned Entity

Region: Asia Pacific

Company Size: Large Enterprise

Email Environment: Microsoft® Exchange

Type of Solution: Sales Force Automation and CRM

BlackBerry Partner Solution: METAMessage® from Solutions On Hand

Business Challenge: Sales representatives who monitor individual lottery store performance needed a better way to record quality control results from the road.

Solution: The BlackBerry Enterprise Solution™ with METAMessage offered a way to input call reports on each sales representative's BlackBerry® device while they were in the store and have the information sent directly into the organization's database.

Results:

- Better time management
- Simplified method of reporting
- Back office wins
- Improved business optics

The Challenge: Improve on a Paper-based Reporting System

The New Zealand Lotteries Commission (NZ Lotteries) sells millions of lottery tickets each month through a network of more than 750 retail outlets. Some locations are within independently owned businesses; others are kiosks inside larger, corporately-owned stores.

A sales team of overstretched territory representatives covers the country, overseeing the performance of the outlets. These reps spend much of their lives on the road. Every month, they drive to as many as 80 stores in their area. At each outlet, they fill out a paper-based Call Report, which is a quality control checklist that monitors details such as the appearance of the stores, staff, branding for the lottery and the success of promotions.

The approach was limited, not just for sales representatives who found it time-consuming, but also for processing data at head office. Every week, written Call Reports were manually keyed into an Excel spreadsheet. A monthly report was printed so that Sales Managers could review overall store performance.

"The negatives of this system were sales representatives had to write down information while they were trying to talk with the store manager," says Stuart Howard, Acting Head of Sales, Auckland. "It also created a massive amount of paperwork and filing back at the office, as well as delays in our ability to analyze the data."

Why BlackBerry?

NZ Lotteries chose the BlackBerry Enterprise Solution because it offered an email solution that could be extended with a data solution for the sales force.

With push-based email, sales representatives received their email throughout their travels on their BlackBerry devices. There was no longer a need to power up a laptop or find an Internet connection since their email is pushed to them with no interaction on their part. Sales representatives find they are managing their time better by staying on top of email and eliminating the need to come back to the office as often.

"The push based email from BlackBerry is one of the most important benefits for us because it means we don't have to come back to the office and wade through a mass of emails," says Howard. "My team now only comes into the office a couple of half days during the week, making them much more efficient."

Howard believes that the mobile calendar feature of BlackBerry has eliminated the need for paper diaries or checking appointments on laptops. He is also impressed by the longer battery life on BlackBerry devices and the ability to recharge the device from the USB connection to the desktop computer. "For all of us, it's an extension of our desktop while we are out on the road and at the stores," he says.

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~ STUART HOWARD, Acting Head of Sales, Auckland

Partner Profile:



Company: Solutions On Hand

- Has a reputation in Australia and New Zealand as a leading consultant for remote technologies.
- As well as developing their own mobile solutions, they represent METAMessage from Onset Technology by selling and supporting the product.

Featured Product: METAMessage

Application Type: Sales Force Automation and CRM

Business Value:

"We discovered with help and advice from Solutions On Hand that we don't need fancy hardware to be successful. BlackBerry and METAMessage allow us to be more efficient, save time, communicate and share knowledge."

~ LIZ KNIGHT, Network Administrator

For more information, visit www.solutionsonhand.com

Managing Call Reports from the BlackBerry Device

Using METAMessage software for the BlackBerry device, NZ Lotteries was able to offer the sales representatives a way to manage their Call Reports wirelessly.

The solution is simple and transparent for the sales team since all they have to do is select a form from the METAMessage application on the device, click on the answers to the survey questions and send.

The Call Report is routed to the company's database, without any intervention from the sales representative. It was no longer necessary to have a clerk key in the results of surveys at the end of every week. Data input through METAMessage on the BlackBerry device was sent directly to the company server.

"METAMessage allows my team to record their Call Reports right on the BlackBerry device, so we have an electronic report," says Howard. "The system now generates a store report summary for me every week, whereas before I only got one every month. It makes it much easier for me to keep track of what's going on. METAMessage gives me a quick capture of the business and its results."

The image displays four screenshots of the METAMessage application interface on a BlackBerry device. The top-left screenshot shows a 'New Years Promo Feedback Survey' form for retailer 'PARKLANDS VIDEO AND LOTTO'. It includes questions about the effectiveness of various promotional items and a comment field. The top-right screenshot shows a 'Time Sheet' form with a list of activities to be checked off, such as 'RMP', 'TOFS', 'Hinning Wheel Visit', 'In-store Training', 'New Store Support', 'New Owners Support', 'In-Store Promo', 'Promotion Planning', 'Team Meeting', 'Office Time', and 'Refurbishment'. The bottom-left screenshot shows a 'Retailer Training Requirement' form for the same retailer, listing training topics like 'Producing Tickets', 'Adding Value', 'Customer Service', 'Ordering', 'Receipting', 'Activating', 'Prize Claim', 'Lost, Stolen, Damaged', and 'Mutilated Tickets'. The bottom-right screenshot shows the 'METAMessage Results' menu with options like 'Get Data', 'Get File', 'Select Printer', 'Get Contact Info', 'Read/Print Web Page', 'Compose Fax', 'User Dictionary', 'Settings', and 'Close'. At the bottom of this menu, it displays 'METAMessage for Wireless', '© 2001-2004 Onset Technology', 'Version 2.1.0.108', and the website 'www.onsettechnology.com'.

*Screen shots of METAMessage application for NZ Lotteries

What's Required: Solution Highlights

Since NZ Lotteries primary goal was to automate their paper-based call reporting system, it was important that BlackBerry was a secure, mobile solution that would integrate with their existing infrastructure – a Microsoft® Exchange environment with AS400 servers.

The BlackBerry Enterprise Solution offers several, proven advanced security features that appealed to NZ Lotteries, including Triple DES encryption, handheld password protection and handheld lock-down policy rules. Security is very important to NZ Lotteries to ensure it maintains the highest standards of integrity in its dealings with the public.

Installing the BlackBerry Enterprise Server™ was a painless process for the IT team. They turned to Solutions On Hand for help with the data component.

METAmessage best fit the lottery's needs because it is an out-of-the-box solution for connecting BlackBerry devices to virtually any data source. That meant creating forms on METAmessage to handle the survey and was a particularly seamless process. NZ Lotteries worked with their own in-house technical team to integrate METAmessage with its AS400 servers.

Discovering the Power of Wireless Data Across the Organization

NZ Lotteries implementation of the BlackBerry and METAmessage solution is already finding new value in other areas of the organization. The Marketing Department has created a wireless form for reviewing the success of promotions conducted at various stores.

"Before, it wasn't very easy for them to check on the success of promotions," says Howard. "They faxed out surveys to the stores, but more often than not they just tried to grab a sales representative in the hallway and ask them how things went. With a sales person now entering the information on the BlackBerry device, they have a way of seeing the key successes as they happen, so they can plan future marketing efforts."

The sales representatives are even taking advantage of the 'print from anywhere' feature of METAmessage. Using their BlackBerry devices, they can send a document to be printed at the office. By the time they arrive back from a day on the road, their documents are waiting for them, reducing the amount of administrative time they spend in the office.

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Results

Better Time Management: Push-based email helps sales representatives manage their time more effectively and reduce the amount of time spent in the office.

Simplified Method of Reporting: Wireless call reports simplify the way sales representatives gather data at outlets. "Without a doubt BlackBerry and METAmassage have improved the operation," says Howard. "We are more efficient and more informed about the business. We now know there are so many more things we can do to make solutions that positively impact our sales cycles and the performance at our stores."

Back Office Wins: A streamlined approach to administration of the data at head office saves time and costs.

Business Optics: Automated reports available weekly provide valuable business insight. More immediate results on the successes of in-store promotions helps sales and marketing efforts.

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

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