

case study series



Adrian Stalley, Collections Director at Oriel Collections Limited, was not worried about the level of service he could expect from Tracktech, when he first considered going down the BlackBerry® route.

“Mike O’Shea, Sales Director at Tracktech, had been handling our mobile phone contracts for a couple of years and during that time I had come to know him well and respect his professionalism,” he says.

“Mike had been suggesting BlackBerry® for some time - and I was already sold on the advantages the system offered - but for a number of reasons the timing wasn’t right.

“Then Mike approached us to offer an exclusive free of charge BlackBerry® 30-day trial – all we had to do was to provide some spare hardware and Tracktech did the rest; it’s an offer we couldn’t refuse”

“When we did finally take up the offer of the BlackBerry® trial period, those advantages became apparent very quickly. Immediately we were saving money, and the added value I got from Tracktech was the responsiveness and the level of service the team offered.

“There can be a fear of technology in established organisations – kind of, if it ain’t broke, why fix it? So Mike and his colleagues had to be confident in their offering to overcome a certain suspicion internally.”

But the savings in time and the extra motivation for staff who no longer had to spend half the evening answering emails convinced even the sceptical.

The BlackBerry® handsets quickly became vital sales tools and almost immediately we were using them at least to our minimum expectation.

“The training was enjoyable and thorough, and all users got to know every aspect of the BlackBerry® through extended personal training, understanding every capability and every complex feature.



“The solution then evolved into using satellite navigation and internet browsing, so there were far more benefits than just email and phone on the move.”

“But more importantly than all this, while working with the Tracktech team we realised that the system has the potential to offer far more benefits than we could have expected at the outset.

“As a company we get heavily involved in payroll for our clients, many of whom are start-ups and recruitment agencies which need regularly and instantly to know their cashflow situation.

We are looking to develop with Tracktech a system by which those clients can spend time away from their office PC, but still access their records through our payroll system via BlackBerry® or 3G datacards on their laptops linked to us.



"We will be able to supply real-time data feeds of specific financial information, so clients can make informed decisions or pass information to their own customers. We can email them immediately and answer any queries they may have that need immediate answers.

"The benefits to our clients are indisputable.

"So what started out as a trial of a few BlackBerry® handsets has developed into something far bigger and more advantageous all-round.



"Would I recommend a similar trial to other businesses?"

"BlackBerry® is a fantastic business tool. Tracktech go the extra mile to make sure you get the maximum benefit from the system, working with your staff and your IT and getting under the skin of your requirements.

"I would be very surprised if there is not a benefit to any size and type of business.

"And for Oriel Collections working with Tracktech, this is only the beginning!"

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