



## Overview

**Company:** Heineken UK

**Type of business:** International Brewer

**Number of employees:** 100

**Country:** UK

## Solution

- BlackBerry

## Benefits

- Reduced communications costs
- Excellent technical support

- Core BlackBerry functions – up-to-date email, contacts and calendar
- Access to large amounts of data while on the move
- Improved work-life balance

# Heineken: Empowering the Sales Force with BlackBerry® from T-Mobile.

## Company Background

In the UK, Heineken is a sales and marketing company for Heineken, Amstel and Birra Moretti. It employs around 100 staff across sales, marketing and support functions, with the majority of the sales team working remotely and the marketing team predominantly based in their Wimbledon HQ. Around half the total workforce is therefore non-office based.

## The Challenge

The primary goal of the sales team is to sell the three brands to both on-trade (e.g. pubs and bars, where alcohol is consumed on the premises) and off-trade (retailers, wholesalers and impulse) channels.

“The challenge was to improve the flow of communication between members of the sales team, between the sales team and the marketing team, and between the sales team and customers,” says Emily Baker, IT Manager, Heineken UK.

“Prior to using BlackBerry, home-based staff kept in contact via a virtual network. They did have broadband connections in their homes where they could pick up their emails, but that tended to be once or twice a day, depending on when they were at home. Because we expect the sales staff to be on the road, visiting customers, this meant that they could only keep in email contact when they were at their laptops and had internet access, generally at home. This of course was not a very efficient communications solution.”



“We are very pleased with T-Mobile, their support of BlackBerry and the suggestions they have made as to how we use it. What’s crucial is the robust support behind the technology that T-Mobile provides us with.”

Emily Baker,  
IT Manager, Heineken UK.

## The Solution

To address this issue, Heineken selected BlackBerry to ensure that the sales and marketing teams could access emails when they want, where they want. These teams have been using BlackBerry for the last 18 months, with them being utilised for their core email, calendar and address book functionality.

"We have adopted BlackBerry primarily for our home-based workforce, which by its nature needs to be very mobile," continues Baker. "We did not look at any other solutions to improving our communication. To us, BlackBerry really is the only robust, cost-effective email solution."

"We chose T-Mobile as our mobile communications partner partly because we already have our mobile phone contract with them and were very happy with the service. It therefore seemed like a natural progression and we knew we'd receive a desirable level of service," adds Baker.

## The Benefits

Heineken's sales and marketing staff are reaping the rewards of operating BlackBerry both in terms of their day-to-day business practise and their work-life balance, while the company itself is finding that communications costs have declined.

### Cutting communications costs.

Baker says: "Because of the nature of BlackBerry, communication has certainly improved. And it has also meant that the cost of communication has dropped because there is much less reliance in making phone calls. It has also allowed the ability to communicate large amounts of data between sales staff while on the road – pricing updates, for example – which was previously impossible when the teams were using conventional phones. The ability to send attachments in this way has made their lives much easier because it has taken a traditionally linear method of communication and added an important dimension.

### Better work-life balance.

In addition, employees are finding that they enjoy using BlackBerry. "Users feel it has improved their work-life balance," notes Baker. "When they get home at the end of the day, they don't face a backlog of emails urgently needing replies. They can now respond to customer queries and manage their admin on the road to a much greater degree than before – and without the use of a laptop."

## Improved customer support.

Competitive rates and technical support are other key areas of benefit. "T-Mobile are certainly cost effective and because they offer BlackBerry on a flat rate with reasonable data usage, it has reduced our communication costs and improved the way we communicate," adds Baker.

"We are very pleased with T-Mobile and their support of BlackBerry, as well as suggestions they have made as to how we use it. What's crucial is the robust support behind the technology that we get from T-Mobile. You tend to find that in IT departments BlackBerry is fairly new and the IT support teams are not as au fait with it as they are with more traditional technology, so it's vital to have someone at the end of the phone who can advise on everything from settings to upgrading servers."

As well as sales staff, those marketing employees whose work takes them outside the office on a regular basis are also using BlackBerry.

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