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Neil Patel, Chief Executive

BlackBerry Case Study

OneMove Ltd

Real Estate

Smooth moves: BlackBerry® helps take the stress out of moving home.

BlackBerry gives real estate services company a key competitive advantage – and 100% customer satisfaction.

Business Opportunity

In the United Kingdom, as in most countries around the world, buying a house is considered one of the most important decisions people make in their lives. It is also one of the most stressful, ranked third only behind bereavement and divorce.

The root cause of this stress is the fragmented nature of the home moving process, which involves a multitude of parties including the buyer, the seller, the estate agent, solicitors, mortgage providers, banks and removal companies.

OneMove™ Ltd is a UK company that aims to make the entire home moving experience more efficient for everyone involved. OneMove's three-pronged approach is as simple as it is innovative.

- At the core of its service is the Personal Moving Consultant (PMC), whose role is to act as the single point of contact for the estate agent and the customer throughout the move period. The PMC manages the workflow of the conveyance transaction on behalf of all stakeholders.
- Behind the scenes, everyone involved in the conveyance uses OneMove's highly secure, web-based case management system to pilot and track the progress of the transaction. As the parties complete tasks they update the system, which automatically notifies those next in the chain so they can proceed with successive stages of the process.
- In order to facilitate effective and continuous communications and process coordination, OneMove lends a BlackBerry Wireless Handheld™ to each customer. The PMC can communicate with the customer via the handheld, and every time an update is made to the case management system, the customer is notified immediately via the BlackBerry device. Live email updates are sent to the customer as and when changes occur at each step of the process.

"BlackBerry makes communication so much more efficient, plus it's actually fun for the customers to use, and easy for me to manage!"

Steve Litbac, IT Manager

"BlackBerry handhelds have made us more efficient. We have been able to double the caseload of our PMCs, and service standards have increased. The average 12-week completion period can be cut to just 9 weeks."

Neil Patel, Chief Executive

The Solution

According to Neil Patel, Chief Executive of OneMove, BlackBerry was a natural fit for his company's business model:

"We opened our doors for business at the very end of 2004 and realised very quickly that live communication with customers would be an incredibly valuable feature of our service. We added BlackBerry to our service offering in order to reduce the time spent passing information from one party to another, and to enable each party to handle upcoming tasks proactively."

Patel adds, "For a home mover the primary stress point is a lack of communication from the mortgage provider or solicitor. Keeping the customer updated is usually incredibly time-intensive. With BlackBerry, customers automatically know what has been done, when and by whom, which gives them peace of mind and reduces the workload for everyone involved - not to mention the time spent chasing them!" he adds.

OneMove opted to go with the BlackBerry 7230™ because of its user-friendly design and the familiarity of the full QWERTY keypad. According to Patel, "None of the competition could offer equivalent cost effectiveness or ease of use. There is a minimal learning curve before customers are up and running with the device". Currently, six of OneMove's staff use BlackBerry devices and the company has 53 on loan to its clients at any one time. Since it incorporated BlackBerry into its business, OneMove has lent a total of 163 units to clients.

Behind the scenes, deploying BlackBerry was very easy. The BlackBerry Enterprise Server™ software integrated seamlessly with OneMove's existing case management system and Lotus Domino email server. The case management system generates automatic alert emails when case file notes are updated, and appointment requests can be sent direct to the customer's calendar on the device.

"BlackBerry makes communication so much more efficient, plus it's actually fun for the customers to use, and easy for me to manage!" remarks Stevan Litbac, OneMove IT Manager.

Advantages

From the start, BlackBerry has won high praise. "The pilot phase took just four weeks," explains Patel. "We were able to bring this innovative service to market quickly and painlessly because customer feedback during the pilot was, and remains, 100% positive."

According to Patel, "Customers love the fact that BlackBerry quite literally takes five minutes to master. After that they're totally independent. So independent, in fact, that we had one customer who bought a property without ever speaking to the solicitor! All communication was done by email using just the handheld."

Praise for BlackBerry comes from other quarters too. Traditionally, solicitors are the easy target for customer frustrations when a conveyance isn't going as fast as the customer would like. Thanks to OneMove and BlackBerry, the number of irate buyers and sellers has dropped dramatically, simply because customers are reassured that they are kept fully in the loop.

"BlackBerry handhelds have made us more efficient", concludes Patel. "We have been able to double the caseload of our PMCs, and service standards have increased. The average 12-week completion period can be cut to just 9 weeks."

Chloe Nicholson, OneMove Business Development Manager, is highly impressed with the effect BlackBerry has had on her business day:

"It has revolutionised my life - instant communication at all times, whenever I need it."

About BlackBerry

BlackBerry is an end-to-end solution developed by Research In Motion® Limited.

Founded in 1984, Research In Motion is a world leader in the wireless communications market.

For more information

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