

## BlackBerry Customer Success - Retail & Wholesale



### Success On BlackBerry

**Industry:** Retail & Wholesale

**Region:** Americas

**Company Size:** Small Business – 12 employees

**Email Environment:** POP (Post Office Protocol)

**Type of Solution:** BlackBerry® smartphones and BlackBerry® Internet Service

## Capt. Jack's Crab Shack and Seafood Market

"Our BlackBerry smartphone has become a life line for our business, taking us to new levels of communication with vendors and customers."

~ Shelly Van Cleve, Co-owner, Capt. Jack's Crab Shack and Seafood Market

### Company

**Capt. Jack's Crab Shack and Seafood Market (Capt. Jack's)**, is a seafood destination in Spotsylvania, Virginia. The company prides itself on providing fresh local seafood to its restaurant and market customers, as well as allowing customers to purchase "daily catch" items online.

### Challenge

Capt. Jack's needed a better way to maintain critical, time-sensitive communication with fresh seafood suppliers without neglecting other business duties in their restaurant and market.

### Solution

Capt. Jack's activated a BlackBerry smartphone with BlackBerry Internet Service for shared use by the owners and staff. Productivity gains, better communications with suppliers and customer service improvements quickly materialized.

### Capt. Jack's Results

- Maintained competitive advantage
- Enhanced customer service with faster, same-day shipments of fresh perishables
- Busy entrepreneur saves up to an hour per day
- Less stress and better communication with customers and vendors

For additional BlackBerry customer success stories, visit [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

 **BlackBerry**

Results specific to the Capt. Jack's Crab Shack and Seafood Market and may not be typical. This documentation is provided "AS IS" and without condition, endorsement, guarantee, representation or warranty, or liability of any kind by Research In Motion Limited and its affiliated companies ("RIM"), all of which are expressly disclaimed to the maximum extent permitted by applicable law in your jurisdiction. This material may reference third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the "Third Party Products and Services"). RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. © 2009 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion®, SureType®, SurePress™ and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Microsoft is a trademark of Microsoft Corporation. All other trademarks are the properties of their respective owners. MKT# 26793-001