

## BlackBerry Case Study - Media/Publishing



## YellowPages.ca Goes Mobile While Sales Force Gets a Boost with BlackBerry Smartphones

### Yellow Pages Group Co.

Yellow Pages Group Co. (YPG) is Canada's largest commercial search provider and directory publisher.

#### Success On BlackBerry

**Industry:** Media/Publishing

**Region:** Americas

**Company Size:** Large Enterprise – 2,500 employees

**Email Environment:** Microsoft® Exchange

**BlackBerry Alliance Member Solution:** Motek Mobile

### Challenge

Yellow Pages Group Co. (YPG) wanted to expand the reach of its local search database, traditionally in paper and online formats, with a mobile version that could be accessed on wireless smartphones. The company also wanted to provide mobile tools that would help to increase the success of its own sales force.

### Solution

With their solution provider, Motek Mobile, YPG created a consumer mobile version of YellowPages.ca™ and using internal development resources also built sales applications for BlackBerry® smartphones.

### Yellow Pages Group's Results

- Successful launch and consumer response to the mobile version of YellowPages.ca
- New technically-astute and innovative image of YPG with consumers and advertisers, some of whom viewed the company only as a paper directory business (ie: displaying of videos on BlackBerry devices)
- Sales force is now better equipped and comfortable in using the technology that YPG want their advertisers to invest in
- Sales force tools provide fast access to product data to enhance sales efficiency and results

## The Situation: Use Mobility to Solve both a Consumer and Marketing Demand

Yellow Pages Group Co. (YPG) is Canada's leading local commercial search provider that help consumers and businesses find the goods and services they need. While YellowPages.ca is their most famous property, they also own other print and online properties within local and niche verticals across Canada.

YPG realized that they had an opportunity to change their image from a paper-based, phone book publisher to a local search leader that made use of many of the digital technologies available and in demand today – including the web and mobility. At the same time, YPG also wanted to increase the performance of their sales teams by giving them the tools to assist their clients.

YPG approached their use of the BlackBerry solution with two goals in mind:

- Mobilize their popular YellowPages.ca website with an application that offers consumers easy access to directory information, that is rich and deep content stored within our databases
- Roll out BlackBerry smartphones to the sales force to expedite their sales calls
- Create applications for the sales force that would help to drive more sales

"We want to use the BlackBerry solution, mobile applications and our planned rollout of BlackBerry smartphones to the sales force to show additional value and demonstrate our innovation as a company," says Brad Wing, Senior Manager, Mobile, Yellow Pages Group.

## Changing Perceptions with Mobility

YellowPages.ca has been a successful online vehicle for YPG and its advertisers. According to Wing, "it helped to change the telephone book idea of our company into one that is the supplier of a robust online consumer search portal."

This was good for YPG's advertisers who want to reach motivated consumers. But to take innovative thinking to the next level, they decided to create YellowPages.ca Mobile. Working with their development partner, Soluteo, they created a consumer mobile application that went live in 2008.

Soluteo spent five months creating the mobile version of the YellowPages.ca site. Using the web version as the basis, they built an application designed to make it easy for a user to get the information they need.

Using YellowPages.ca Mobile, users can now search the directory by category or business name directly from their BlackBerry smartphones. The application includes reverse phone number look-up and, for local business and residential listings, a user can pull up a map or use a GPS proximity search, on their GPS-enabled BlackBerry smartphone, to find the business or service they need closest to where they are. At this point a user can view the business' ad, website, photos, videos as well as "Save & Share" any of this relevant information when available.

YPG, with Motek Mobile's guidance have re-launched the original application and continued to work to enhance both the User Experience and the relevancy of results. "In the most recent release of the application, Motek Mobile helped us create a way to offer the videos, that we have already created for our advertisers, on the mobile devices," says Wing.

"Putting YellowPages.ca Mobile on BlackBerry App World means my brand has visibility and it will be in the spotlight for several weeks."

~ Brad Wing, Senior Manager, Mobile, Yellow Pages Group Co.

## How It Works.

**Application Type:**  
Online Content Service

**BlackBerry Alliance Member Solution:**  
YellowPages.ca Mobile

- Once the application is downloaded to the BlackBerry smartphone, a user can find a business or person's name, phone number and address
- They can perform a reverse look up for a person's name if they only have the number
- The application is designed so the phone number can be saved to the Contact list on the BlackBerry smartphone, or sent to someone else's phone number or e-mail
- Users can find directions to an address or use GPS capabilities to search for a business near them
- Ad information includes a rich display of detailed graphics and video

## Easy Downloads from BlackBerry App World

YPG decided they needed the most successful way to distribute their application to the public. They offered consumers the ability to either download the application from BlackBerry App World™, or from YPG's own website.

BlackBerry App World is a consumer store showcasing applications that were built for the BlackBerry smartphones that was also launched in 2008.

Visitors to BlackBerry App World can download hundreds of personal and productivity applications directly to their BlackBerry smartphones. YellowPages.ca is one of the free applications available on BlackBerry App World and consumer response to the mobile version of YellowPages.ca in the palm of your hand has been excellent.

"We've recorded impressive mobile traffic and downloads this year alone and we're very happy to see that users are returning to the application for multiple sessions per week," says Wing. "Without the visibility and support of BlackBerry App World, we would not have captured so many users in such a short amount of time."

## Marketing with Mobility

With the consumer application in place, YPG has now turned to their parallel goal of mobilizing their sales force. They are now rolling out more than 800 BlackBerry smartphones to the sales team, with more than over 1,100 BlackBerry smartphones across the organization.

By using the BlackBerry solution as their chosen wireless platform, YPG is able to make use of management and security features that help to simplify their deployment. "We're able to control devices and any application we want to distribute through the BlackBerry® Enterprise Server. With the BlackBerry solution, we have the peace of mind that comes with the knowledge that the product is reliable, the process is simpler, the solution is more secure and we know that we can disable a device should it be lost," says Wing.

They believe equipping their sales team with BlackBerry smartphones will also make a difference when they are trying to convince advertisers to see all the possibilities for marketing with YPG.

"A sales person can walk into a meeting with their BlackBerry smartphone, pull up the YellowPages.ca mobile application, and show an actual advertiser's listing on their device. They can show them all the information in a mobile format, including videos that YPG creates for them," says Wing. "That can help drive real advertiser confidence in YPG as a leader in innovative and technological services."

## Productivity Applications for the Sales Force

As part of the BlackBerry smartphone roll-out to the sales force, YPG has been focusing on the internal development of five CRM applications, three of which were launched in August 2009.

The first is what YPG calls the Price Lookup tool. This application allows the Media Account Consultant to use their BlackBerry smartphone to quickly look up rates for any YPG product in any heading and directory, whether it is for online or print media.

The second application is the Most Requested Keywords tool. When the YPG Media Account Consultant runs a search using the criteria of a specific YellowPages.ca Heading on the Most Requested Keywords tool, the search results represent the keywords most used by consumers who are looking for products and services under that Heading. This application lets the Media Account Consultant and the advertiser choose which keywords the advertiser would like to include with various online product investments.

The third application is the YPG Related Headings tool. The Media Account Consultant can use this tool to identify all the Headings (i.e., business categories) where a YPG advertiser could be featured in local directories, online, mobile and other media platforms. Using the BlackBerry smartphone, the Media Account Consultant is equipped to suggest appropriate Related Headings for an advertiser and potentially expand their advertising program.

According to Wing, these applications will help make the sales force's work simpler since they are able to do this work on-the-spot, without having to access software from a computer as they had been doing. It also allows the Media Account Consultant to immediately show the advertiser their choices of relevant headings, keywords, and rates. These applications are designed to help make the Media Account Consultant more efficient and customer-focused.

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## Summary of Yellow Pages Group's Results

- Successful launch and consumer response to the mobile version of YellowPages.ca
- New technically-astute image of YPG with consumers and advertisers used to seeing the company only as a paper directory business (ie: displaying of videos on BlackBerry devices)
- A better equipped sales force that uses the technology it wants advertisers to invest in
- Sales force tools provide fast access to product data to enhance sales efficiency and results

"YellowPages.ca Mobile uses the convenience of the BlackBerry smartphone to give people what they really want - a way to get the information they need quickly and on the device they carry with them the most."

~ Brad Wing, Senior Manager, Mobile, Yellow Pages Group Co.

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