

Success On BlackBerry



Industry

Other - Chemical

Region

Americas

Company Size

Small Business – 35 employees

Email Environment

Microsoft® Exchange

BlackBerry Solution

BlackBerry® smartphones and BlackBerry® Professional Software



"The productivity gains we enjoy with BlackBerry Professional Software gives us more time to visit prospects and customers in person. We consider this to be a definite competitive advantage."

– Jeff Jones, Vice President and Co-Owner, Admiral Pest Control

Company

Admiral Pest Control (Admiral), provides pest and termite control to households and businesses in Los Angeles and Orange County. The company has been family-owned for more than 60 years and takes a hands-on approach to customer service. At Admiral, everyone from service technicians to company owners make regular in-person visits to customers.

Challenge

Admiral wanted to find a mobile email solution that offered email synchronization in near real-time, in order to improve the responsiveness of all their customer-facing employees, including managers, salespeople and service technicians.

Solution

Admiral installed BlackBerry Professional Software on its existing Microsoft Exchange server and noticed an immense improvement in the reliability of its email synchronization, which helped lead to faster and more consistent response to customers.

Admiral Pest's Results

- Supports faster customer response which helps generate more business
- Highly reliable technology helps to alleviate IT burden
- Managers stay connected and can dispatch work while on the go
- More time for personal customer visits enables competitive advantage

For additional BlackBerry customer success stories, visit www.blackberry.com/go/success



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