



BlackBerry Customer Success Story



BlackBerry Smartphones help Improve BNI's Employee Productivity and Customer Service

THE CHALLENGE

As a business in the highly competitive global banking industry, BNI faced the need for greater workforce mobility and access to lower cost mobile services. Specifically, they wanted to focus more on sending email and instant messages to their customers, rather than on making phone calls, which can be expensive.

BNI also recognized the importance of social media websites, such as, Twitter® and Facebook® for their customers. Social media offers an effective channel for promoting products and services as well as engaging customers on more personal level. BNI understood these advantages and needed a mobile solution that would allow them to explore this new form of client engagement.

THE SOLUTION

BNI deployed BlackBerry smartphones to more than 5,000 employees of the company's corporate communications group. The devices give users a fast, practical way to respond to their emails while away from their desks. The introduction of the BlackBerry smartphone also addressed how fast managers could respond to customer issues that have been escalated.

"BlackBerry smartphones were initially deployed to help us address the need to quickly respond to emails when we were out of the office," said Dadang Purwaganda, Electronic Communication Manager, Bank Negara Indonesian External Communication Group. "Since then we have also been using several applications on the BlackBerry, including social media apps. All have contributed to producing very good customer relations results for BNI."

The BlackBerry smartphones give BNI a new and exciting way to share promotions with its customers and handle inquiries online. BNI now uses social media, such as Twitter and Facebook, to inform its customers of new products, promotions and even answer their questions more quickly. BNI has more than 27,000 Twitter followers with whom it communicates. BNI recently used Twitter to address questions about ATMs and Internet banking, as well as announcing a credit card promotion for users who bought a smartphone and a product promotion for the bank's Taplus Anak Kids Savings Plus account. All of these questions and promotions were easily handled via BlackBerry smartphones.

In addition to the above, the use of BlackBerry smartphones has had a positive impact on how employees of BNI now communicate internally. BlackBerry

Bank Negara Indonesia® (BNI) is one of the leading retail banks in the country. Founded in 1946, initially to be Indonesia's central bank, it became a commercial bank in 1955 and now has 1,076 offices and over 18,000 employees around the world.

Industry: Banking / Finance

Region: Indonesia

Company Size:

Large Enterprise - over 18,000 employees

Email Platform:

- BlackBerry® smartphones
- BlackBerry® Messenger

Solution:

IBM® Lotus® Domino®

“From increasing customer satisfaction to greater employee efficiency and major cost reductions, BlackBerry smartphones are a terrific tool for employees who spend time of the office.”

Dadang Purwaganda
Electronic Communication Manager
Bank Negara Indonesia

Messenger (BBM™) is a robust communication tool that allows BlackBerry users to instantly communicate with one another. It also allows the user to easily create groups to share ideas and information and know when the message has been delivered and read by the recipient.

BNI'S BENEFITS

Customer satisfaction has increased since deploying BlackBerry smartphones. BNI employees with BlackBerry smartphones are now able to respond to emails and address clients' needs and requests more quickly and efficiently. Employees now use social media apps to connect with customers and help spread the word about the latest BNI products and services. Using BBM has also greatly improved internal communications by making it simpler for employees to quickly communicate and collaborate with fellow colleagues.

“The use of BlackBerry smartphones by some of our employees has brought numerous benefits to Bank Negara Indonesia,” said Dadang Purwaganda. “From increasing customer satisfaction to greater employee efficiency and major cost reductions, BlackBerry smartphones are a terrific tool for employees who spend time out of the office.”

KEY BENEFITS

- Faster, more efficient responses to customers
 - Better internal communication
 - Improved operational efficiency
 - Substantial cost savings on communication expenses
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www.blackberry.com/go/success



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