



BlackBerry Customer Success Story

University Staff Goes Where Work Takes Them with BlackBerry MVS Solution



The Situation: More Work Flexibility for University's Mobile Employees

FSU received BlackBerry MVS - a solution that unifies fixed and mobile communications - as part of the package provided by their carrier. What the university didn't know was how valuable and indispensable the solution would become to university life.

FSU decided to first deploy the solution to their IT group because they are most often away from their desks. They were interested in seeing if BlackBerry MVS would:

- Increase customer satisfaction
- Result in less missed calls
- Increase the number of trouble tickets handled
- Simplify IT needs
- Be advantageous to other groups within the campus

"We started with the IT group because very few of my 30 people are ever at their desks," says Joseph Vittorelli, Director of Systems and Infrastructure. "It makes it difficult for our university clients to get in touch with our people when they're needed."

Converged Calling Improves Responsiveness

BlackBerry Mobile Voice System (BlackBerry® MVS) converged desk phones and BlackBerry smartphones are used by the IT group so they have one university phone number. When a call comes in, the solution simultaneously rings the desk phone and the BlackBerry smartphone, and even home phones, if set up that way.

For FSU's IT team, this contributed to having fewer missed calls and offered greater accessibility to university clients with trouble tickets that needed resolving. "In the internal surveys we do, we noticed that our customer satisfaction numbers were getting better because the IT team was answering their phones when someone called," says Vittorelli. "We believe that there's more communication going on and problems are getting resolved faster," he says.

Once the IT team had this kind of success, other mobile groups - such as the university's emergency operations center, campus police department and attorneys - were given BlackBerry MVS.

According to Vittorelli, there are only a few people in his department that are allowed to respond to the campus police department's IT problems. In fact, these IT people have to be fingerprinted to even touch the computers. When the police

Fayetteville State University (FSU) is a public comprehensive regional university located in North Carolina.

Industry: Education

Region: Americas

Company Size:

Large Enterprise - 850 employees

Email Platform:

Microsoft® Exchange

Solution: BlackBerry® Mobile Voice System (BlackBerry® MVS), BlackBerry® Enterprise Server (BES)

"The people who have BlackBerry MVS really enjoy the freedom it gives them to work where they need to be. It's become something they can't live without."

Joseph Vittorelli
Director of Systems and Infrastructure
Fayetteville State University

KEY BENEFITS

- Fewer missed calls created higher customer satisfaction
- Employees enjoy greater flexibility and efficiency in their work
- One number provides users with additional privacy, eliminating the need to extend personal numbers
- Leveraged current infrastructure and provides potential future cost savings

HOW BLACKBERRY MVS WORKS

- BlackBerry MVS is deployed with BlackBerry® Enterprise Server and offers over 450 IT policies that can be used to an IT group's advantage
- The solution is designed to route all mobile calls (inbound and outbound)
- When the desktop phone rings, a profile can be set up to ring all other identified phones - either simultaneously, or in sequence
- Offers call transfers, call filtering, and switching between desk phone and the BlackBerry smartphone during a call
- Identifies calls from the BlackBerry smartphone as originating from an office desk phone
- A single voice mailbox handles both office and mobile calls, unifying messages to help employees stay organized and responsive

need to call at 2 am with an IT problem, they don't have to hunt for the right phone number of the IT person anymore. They just dial the office number and with BlackBerry MVS, the call automatically rings the IT person's BlackBerry smartphone in the middle of the night, which helps ensure their systems, and campus security, has minimum downtime.

This kind of critical contact-ability is not only important when there is an IT issue but also in emergency situations. In an emergency, the police or even legal team are accessible regardless of where they are because of BlackBerry MVS.

A Seamless Way to Work

The other user groups on campus who have the solution now see it as a key part of their working life. BlackBerry MVS is designed to identify calls from the BlackBerry smartphone as originating from the office desk phone. People can keep working and no one knows where they are working from.

Vittorelli is an advocate of the solution because it helps him work more efficiently. For example, while on his way to Florida, his flight was cancelled and he had to be driven to another airport to catch the next available flight. BlackBerry MVS made the difference to him.

"For two and a half hours, I had nothing but my BlackBerry smartphone, and I was able to conduct two conference calls, answer 40 emails and respond to phone calls - and no one even knew that I was out of the office," he says.

One phone number also proves very helpful when the university does not want to give out personal numbers. For example, if there is a police emergency, the contact numbers given out for key people are the university phone numbers. With BlackBerry MVS, a key person will be reached because the phone will ring simultaneously on the university line as well as the BlackBerry smartphone.

IT Control and Potential Cost Savings

FSU began standardizing on the BlackBerry® Enterprise Solution as their wireless platform more than a year ago. Other devices are now being retired in favor of BlackBerry smartphones because Vittorelli sees many advantages to the platform.

"The BlackBerry solution is just easier because we can control everything through the BlackBerry Enterprise® Server," he says. "The push technology is a big asset and the security of the solution is very important. I like that I can remotely wipe a device if it's lost using the policies that are part of the solution."

BlackBerry MVS offers similar IT controls and advantages. Calls routed through the PBX provide IT policies to regulate incoming and outgoing calls, implement security measures, and audit telephony activities.

It also extends the university PBX investment by providing advanced RIM functionality and offers many organizations a cost efficient way to combine mobile service plans; reducing total operational costs. "I'm sure there are cost savings to be found in moving to PBX-based calling, but we haven't really done the analysis yet," Vittorelli says.

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