

BlackBerry fashions the latest in mobile working for Coventry.



Coventry City Council found that the latest in mobile working not only boosts productivity and leads to faster decision-making, but also improves the work-life balance of those involved.

Set in the heart of the UK, Coventry is at the centre of a major industrial and commercial area. A cosmopolitan city, where 80 different languages are spoken, it is currently undergoing a £4 billion regeneration programme aimed at providing new employment opportunities and meeting the demands of the 21st century.

Ranked as a top location for relocating technical specialists and policy makers by the recent independent Lyons Review, Coventry City Council is responsible for both the everyday operations of the city and its long-term development.

The city council itself is the biggest organisation in Coventry with more than 16,000 employees. It is judged by the Audit Commission to be one of the fastest improving local authorities in the country.

There are 54 elected councillors on the city council to represent the interests of more than 300,000 residents. They are supported by the council officers who have to carry out the policies of the elected councillors and ensure the smooth, cost-effective running of day-to-day services.

Benefits summary.

- BlackBerry keeps mobile workers in touch for faster decision-making
- Improved work-life balance
- Strong, reliable network coverage to support mobile working anywhere
- Rapidly-implemented solution

“The mobile working solution from T-Mobile has improved the work-life balance of everyone who uses it.”

Allan French, Head of Customer and Business Services for Coventry City Council

The challenge.

As part of the impetus to meet various government performance standards the council wanted to improve the efficiency of support services for frontline staff and find a mechanism for key decision makers to remain in contact while on the move.

As council officers and elected members were frequently travelling across the UK to meetings, government forums and the like they were often not contactable. In particular, they couldn't access the backup documents and reports needed to make informed decisions.

Mobility was the key, the council decided. “We needed to move away from paper-based working and use technology to help us work smarter,” says Allan French, Head of Customer and Business Services for Coventry City Council.

The solution.

Extremely satisfied with the excellent and efficient service they have received from T-Mobile for their voice services – running 1,200 mobile phones across the city – Coventry City Council knew where to turn for help with a first-class mobility solution.

So that users on the move could deal rapidly and efficiently with the increasing number of emails they were receiving, as well as other paperwork, T-Mobile introduced a BlackBerry mobile email solution.

"T-Mobile implemented the solution quickly with no problem at all," says Allan French. And users love their BlackBerrys. "Anyone who has a BlackBerry becomes totally addicted to it. They rave about it."

"Users feel much more in touch. They are getting the information they need much more rapidly, so they can respond immediately," says Allan French.

T-Mobile managed the initial rollout across 10 different departments and then to all councillors. As the response was so positive and the benefits were apparent immediately, BlackBerrys are now being rolled out to more than 100 users with plans to expand further.

The council are also looking at further opportunities to streamline processes and integrate other existing handheld devices for front-line staff – so they could, for example, send job information to building services staff or neighbourhood wardens.

The benefits.

Productivity boost with the BlackBerry.

The flexible working enabled by the BlackBerry and other handheld devices is a proven productivity boost for the Coventry City Council. Previously, if any staff were working out of the office any reply to emails would have had to wait for their return. "Now they can be in contact wherever they are. They can get reports, minutes and documents sent to them and give feedback there and then," says Allan French.

Full out of office working capabilities.

While email on the go has been a prime attraction many of the other wide range of applications available for the BlackBerry – from the diary, to task scheduling and presentation viewing – have proved useful for Coventry's mobile workers.

Improved work-life balance for employees.

Mobility provides a better quality of life. "The mobile working solution from T-Mobile has improved the work-life balance of everyone who uses it," says Allan French. "For example, the education manager who travels around the city used to have to return from wherever she was to deal with email. Now she can handle all her messages through the BlackBerry.

"It has radically reduced her travel time and means she can spend more time meeting staff and colleagues and less time catching up, at the end of the day, on paperwork."

Reliable and comprehensive network coverage for efficient working anywhere.

As many of the senior staff and councillors are regularly travelling around the UK, the robust and reliable coverage of the T-Mobile network is essential. "We need to be able to get in touch with key people wherever they are, for immediate feedback," says Allan French.

Rapidly implemented solution.

T-Mobile also organised a BlackBerry day – an internal roadshow where they showed employees what the handhelds can do and how they could transform their working life.

Profile.

- **Company**
Coventry City Council
- **Type of business**
Local authority
- **Country**
UK
- **Solution required**
Mobility
Comprehensive network coverage
Rapid implementation
- **Technology chosen**
BlackBerry for email on the move and more
Ruggedised handhelds for frontline staff
- **Company size**
16,000 employees

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Email **businessenquiries@t-mobile.co.uk**

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