



BlackBerry Customer Success Story



Real Estate Developer Streamlines Communication and Improves Customer Service with Help from BlackBerry Smartphones

Gestion Immobilière Quo Vadis Inc (Quo Vadis) is a property development and facilities management company focused on creating unique environments aimed at entrepreneurs, start-up companies and artists. Based out of Montreal, Quebec, Canada, Quo Vadis specializes in converting industrial buildings into exclusive office and loft spaces, which is exemplified in the company's latest venture, Communoloft™. Communoloft offers entrepreneurs a "turn-key" office solution, complete with contemporary furniture, telephone access, shared meeting facilities and a kitchen. They also provide customers with value-added services such as convenient access to daycare, restaurants, event centers and printing facilities.

Industry: Real Estate/Construction

Region: North America

Company Size:
Small Business - 15 employees

Email Platform:
Microsoft® Exchange

Solution:

- BlackBerry® smartphone
- BlackBerry® Messenger (BBM™)
- BlackBerry® Enterprise Server Express

THE CHALLENGE

The Quo Vadis team views real estate as more than just bricks and mortar - it is a way to help grow businesses and build communities. "We believe in connecting our tenants to help them generate business and expand their companies," said Natalie Voland, the Founder and President of Quo Vadis.

As a small business, every employee - whether they're in construction, marketing or administration - was responsible for relaying and sharing important messages about building construction, safety and maintenance. When a maintenance request came in, the administration staff would have to hunt down the right person either by phone or by physically looking for them on a job site. The construction team, who handled the majority of maintenance requests, could usually be found working from scaffolding at building sites or making repairs to existing facilities - away from their desk phone, computers and Internet access.

"We used to have confusion about who had been assigned what task and then the tenant would call because no one had taken care of the problem," said Voland. "I had to hold a daily all-staff meeting just to make sure we were handling every tenant request - it was an inefficient way to communicate."

THE SOLUTION

Voland began using a BlackBerry smartphone six years ago at the same time her daughter was born. While on maternity leave, Voland used her BlackBerry smartphone to stay connected and continue to grow her business. "Working in real estate development means it's crucial to be reachable, no matter where I am," said Voland. "It wasn't long until I started to think about how my staff could be using smartphones to benefit our tenants and the business as a whole."

To streamline communications and improve efficiencies, Quo Vadis has deployed BlackBerry smartphones to the entire staff of admin, marketing and construction employees. The team uses their smartphones to share calendars, exchange emails and improve office and task management processes. By downloading BlackBerry Enterprise Server Express, the company has the ability to share access to those important security and administration features, but without additional software or per user license fees.

Now, tenant requests come in via email and Quo Vadis employees use their smartphones to respond to the client and dispatch a team member to the job. Everyone is able to review the request details so there is no internal confusion about responsibilities and after a job is complete, an email is sent back to the staff and to

“The tools on the BlackBerry smartphone have helped our team stay organized, on task, on time and on budget – critical elements in the construction business.”

Natalie Voland
President
Quo Vadis

the tenant confirming fulfillment. Quo Vadis also has an email distribution list for its tenants so they are able to send out important messages about services, building updates or problems.

Recently, the staff at Quo Vadis started using BlackBerry Messenger (BBM) to communicate internally between individuals, specific teams and the office as a whole. Using the BBM group functionality allows Voland to share news quickly and efficiently to the entire company. In fact, Voland frequently sends a message through BBM instead of email. Also, BBM gives staff the ability to know that a message has been delivered and when it was read.

QUO VADIS'S BENEFITS

“Our BlackBerry solution enables us to keep a running list of the tasks coming in from our tenants and being handled by our team at any given time,” said Voland. “Because we have so many projects on the go, being able to coordinate schedules and task lists electronically has allowed us to stay organized, on task and on time – particularly with our construction team.”

Thanks to calendar sharing, email and BBM, the company is able to keep an electronic trail on which team member was assigned a certain tenant request, when the instructions were received and how the problem was resolved. “Our customers are small businesses just like us and they appreciate our ability to provide them with timely, accurate and detailed information about their space,” said Voland. Now, instead of running a daily meeting, she is able to follow the path of communication simply by referring to her BlackBerry smartphone.

Since the deployment of BlackBerry smartphones to the construction team, Quo Vadis has significantly improved response times to tenant calls. Now, when the team is building a space, they don't have to climb down from the scaffolding to answer calls from the office. As soon as their hands are free, they can check their BlackBerry smartphone to see new requests and the urgency of those requests. “The BlackBerry smartphones have helped our crews prioritize tasks and respond faster to urgent customer requests,” said Voland.

Voland is driven to grow her tenants' businesses because she knows firsthand the challenges associated with being an entrepreneur. She knows successful start-ups will expand within her buildings, growing her business at the same time. Approximately 40% of Quo Vadis clients have outgrown and upgraded from their original space.

“Our tenants are entrepreneurs and they rely on us more than in most other real estate relationships,” said Voland. “Our tenants are expanding within our building because we're connecting them with other customers and helping them to generate more business.”

KEY BENEFITS

- More efficient and effective communication between staff and clients
 - Improved customer service and client satisfaction
 - Improved productivity across the workforce
 - Faster response time to client requests
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