

# LAN2LAN helps Crown Relocations with a key strategic move

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Joyce Weekes,  
EMEA IT Manager,  
Crown Relocations

## The pen is mightier than... the pen

Whether you are an individual starting a new job, or a family relocating to the opposite side of the world, there is no such thing as a simple move. Inevitably, it is the details that count; a line in a contract, an electrical power point in the wrong place – these are the apparently trivial factors that can determine the success or otherwise of a relocation project.

Crown Relocations is one of the world’s leading providers of international mobility management solutions, serving over 2,000 corporate clients and 100,000 transferees and their families each year. It has established a global reputation for the quality and breadth of its service, relieving busy people of the minutiae of relocation and dealing thoroughly with the details, to ensure the smoothest possible transition for everyone involved.

Quality of service and attention to detail are crucial differentiating capabilities for Crown. They are priorities from the minute a Relocation Consultant steps into the home to conduct a survey, when the scale and scope of the relocation is assessed and a quote is prepared. The consultants must be able to gather data quickly and accurately, but they must also complete their research with care and as little disruption to the customer’s home as possible.

## The Challenge

Technology has helped substantially with the delivery of Crown’s high service standards. But until recently, it offered comparatively little value at the crucial first stage. The Crown team found that there was really no substitute for a pen and paper for making notes and collecting dimensions during an in-home survey.

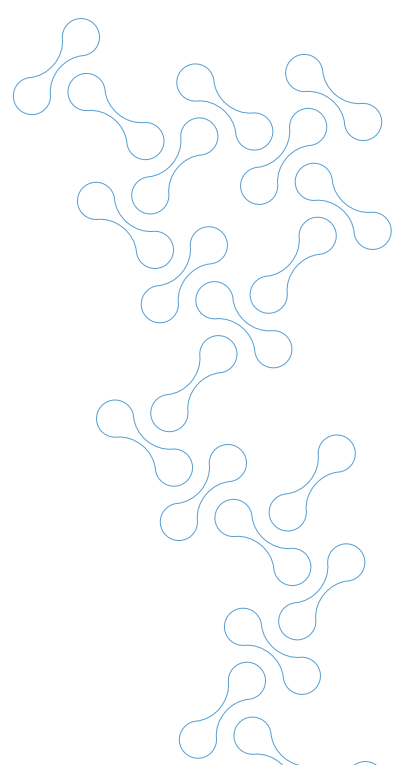
Joyce Weekes, EMEA IT Manager for Crown Relocations, explains that first generation mobile devices were no substitute for the notepads and forms used on site. “There is always a lot of detailed discussion with the customer when you are first taking the brief,” she says.

“The sales aspects of the process are also important; it is often our first opportunity to get to know the customer properly, establish an effective working relationship and put their mind at ease about the upcoming relocation. You can’t do that if you are keying things into a laptop, or having to concentrate on entering data accurately into a PDA.

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“LAN2LAN Sales Manager Steve Whiter and his team have a deep level of specialist knowledge of the management and operation of our BlackBerry® system, and the company’s service philosophy matches our own high standards. The success of the PaperIQ deployment demonstrates the inventiveness and versatility that they bring to every project, and their commitment to our needs as an organisation.”



## The Solution

LAN2LAN's recommendation made use of Crown's BlackBerry® deployment. It is a solution based on the Digital Pen for BlackBerry from PaperIQ, hosted by LAN2LAN, which can connect to BlackBerry devices via Bluetooth.

The Digital Pen & Paper from Paper IQ uses the Anoto Pattern developed by Anoto AB. It is a sequence of printed dots, like paper-based pixels, that allows a digital pen to recognise the strokes it makes on the paper and save the content to its memory. The information can then be transferred to a suitable Bluetooth-compatible device and saved as a document, such as a PDF or a Microsoft® Word file.

"We created Anoto versions of our conventional survey forms," says Joyce Weekes, "which allowed our consultants to write down their findings in the usual way. The PaperIQ system incorporates a tick box that is used to send the content to a BlackBerry, and from there it can be forwarded straight to the PaperIQ website. Our office team can then download the completed forms, with no need to key them into our CRM system, saving a lot of time and effort.

"The Anoto forms are already designed to be compatible with our back-office systems, so the data is effectively fully formatted from the moment it is written down. We've eliminated a significant bottleneck in our service process, allowing us to respond more effectively to enquiries."

## The Benefits

Andrew Heeley, Senior Relocation Consultant for Crown Relocations, explains that the solution has given his team much greater flexibility in the way they work onsite, while still delivering the advantages of mobile technology.

"We can interact with customers the way we always used to," he says, "but now we can also prepare quotations more quickly and present them more professionally, with a much lower risk of error. Consultants can allocate more of their time to building effective sales relationships with customers, and can also fit more visits into their working days, because surveys are completed more quickly.

"Also, with more and more customers adopting fully electronic purchasing, HR and Enterprise Resource Planning systems, there is growing demand for us to move the same way. This Digital Pen for BlackBerry deployment from LAN2LAN has helped us take a crucial step towards a completely electronic service, keeping us fully aligned with the needs and expectations of our customers."

Currently the system is used by approximately 10 consultants and 10 back office staff in the UK and Ireland. As the deployment proves itself, Joyce Weekes expects to roll it out across the EMEA region, reaching up to 150 users.

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LAN2LAN is an established BlackBerry ISV Alliance Member, IBM Premier Partner and Microsoft Gold Partner who specialises in delivering enterprise mobile data solutions. LAN2LAN is highly experienced in all aspects of mobile development – with a particular expertise in the BlackBerry Enterprise applications platform and the many advantages it offers for large scale, integrated wireless applications. LAN2LAN works closely with strategic solution providers to deliver best-of-breed custom mobile applications to enterprise customers.

  
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