

pocket2web provides 'brilliant execution' for T-Mobile (UK)



profile

T-Mobile is part of Deutsche Telekom Group, one of the largest mobile companies in the world operating in the USA, UK, Germany, Austria, the Netherlands, Czech Republic, Poland and Russia. It is the first mobile communications company to offer service on both sides of the Atlantic with a single global brand and a single digital technology standard.

challenge

A 55-person team from FDS, a UK field marketing agency, visits over 2,000 retail sites each month and are responsible for checking point-of-sale compliance, as well as promoting the very latest offerings from T-Mobile. Originally this data was inserted into weekly written reports and fed back to T-Mobile for analysis. Qualitative information from the store visit, such as comments from the dealer, were phoned through, recorded and then transcribed – a time consuming process that prevented rapid access to this feedback. All internal management reporting was paper-based.

solution

Working with Zync-Solutions Ltd., T-Mobile has provided HP iPAQ devices and digital cameras to the FDS field team along with pocket2web that allows much more quantitative and

qualitative information to be gathered in retail stores. Point-of-sale images gathered can be searched via the Zync-Solutions website and the team also has access to a 300-page intranet on each device. This can now be updated centrally with new pages downloaded during synchronisation sessions to ensure the on-site team always has the latest product information.

measure of success

The solution has improved T-Mobile's in-store image by demonstrating that the company is at the forefront of innovation. Some reports are now pushed weekly from the Zync-Solutions website removing manual intervention and automating a previously slow, paper-based process. Daily reporting is also available. It's also a good management tool for the field force as a way to track how many stores have been visited in real-time. This solution assists in the provision of 'brilliant execution' in store allowing the field marketing team to focus on spending quality time promoting T-Mobile's latest offerings and gathering valuable anecdotal feedback.

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