

# India's largest mobile data services company drastically cuts response time

Case Study: Mail for Exchange for Nokia smartphones

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OnMobile Global Limited

## Company:

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## Primary business:

Technology. Telecommunications

## Professional overview:

India's largest white label data and value-added services [VAS] company for mobile, landline and media service providers. OnMobile offers a product line across all mobile access channels like voice, SMS, WAP, USSD, on-device portal and web.

## Number of employees:

1,242

## Flagship office:

Bangalore, India

## Website:

[www.onmobile.com](http://www.onmobile.com)

## Customer challenge

To enable employees to respond more quickly to customer needs. To speed up processes, save money, and reduce time employees spend travelling between their offices and meeting with clients.

## Solutions

- Mail for Exchange for Nokia smartphones utilising Microsoft® Exchange ActiveSync®
- Nokia Eseries smartphones: Nokia E51, Nokia E52, Nokia E71, Nokia E72 and Nokia E75

## Business results

- Over 20% increase in customer project completion within target time
- Reduced company travel expenses by over 30%
- Each employee saves around three hours every day in travel time
- Improved work-life balance for employees
- Highly cost-effective overall solution
- No extra software licence or IT hardware investment required for the switch over to Mail for Exchange
- Easy deployment
- Significant improvement in customer satisfaction



*"With the Nokia solution, employees are saving around three hours every day. That's time that had been wasted sitting in traffic, now being spent with clients or getting home at a reasonable hour. It's a massive change."*

*– Hemanth Thorvath, Administration and Facilities, OnMobile Global Limited.*



## Mail for Exchange improves customer satisfaction and quality of life of workers

Street traffic in India's urban areas is – to put it mildly – chaotic. Traffic volumes in cities like Bangalore, Delhi and Mumbai are notoriously high with severe congestion a daily fact of life. Like many companies, it was an issue that OnMobile Global Limited struggled with as its employees were spending large chunks of their time stuck in this traffic.

India's largest value-added services (VAS) company, OnMobile provides its clients with services such as mCommerce solutions, mobile advertising and mobile media portals. Founded in California and now based in Bangalore, OnMobile has four offices in three Indian states with around 1,200 employees worldwide. The company estimates 352 million unique users of OnMobile services (as of March 2010), and for its fiscal year 2009/10, reported net revenue of INR 4,544 crore (€744 million).

**OnMobile employees, especially its engineers, spend a lot of time away from the office. "Our clients are our top priority; so we send our engineers to their offices to work directly with them," says Hemanth Thorvath, Administration and Facilities, OnMobile Global Limited. "That means a lot of time out of the office and on the road."**

Whenever a customer reports a problem, OnMobile issues a 'technical support ticket' to one of its engineer by email. Because of customer service level agreements (SLAs), each ticket must be responded to and resolved within a set amount of time. Previously, engineers had been using GPRS data cards to gain access to office email systems over their laptop computers. This required each field engineer to constantly find a cellular network, power up their laptop, and sign in to the VPN. The process was time consuming, inconvenient and often caused costly delays. Quality of data connections using the data cards was also unreliable, which frequently forced engineers to drive back to the office to access their emails. "It takes at least an hour to return to the office and then another hour getting out to the client, just to access our company networks," Mr Thorvath says. "That means people were putting in a lot of extra hours and not getting home until late at night. It was hard on them."

At the start of the year, OnMobile began offering its employees Mail for Exchange for all Nokia smartphones. IT managers were sold on the solution, in part, because no third party server was required and they were able to utilise the existing Microsoft Exchange infrastructure.

The wider response was immediately positive. Many people already have Nokia smartphones so, without any extra cost, it has been easy for them to set up Mail for Exchange and gain access to the company's existing Microsoft Exchange email system. An OnMobile IT administrator simply provides each engineer/Nokia smartphone user with the proper server address and they can complete the set-up themselves in a matter of minutes.

Within weeks, numerous employees using BlackBerry devices also began to switch to Nokia devices so that they could utilise Mail for Exchange. This was primarily due to cost savings. The mobile data plans charges per month needed for Mail for Exchange are substantially less than BlackBerry plans. "There are also many more affordable Nokia smartphones to choose from compared to BlackBerry," Mr Thorvath says. "People who make the switch also tell us they really like the ease of use and high quality of Nokia smartphones."

Every day, the IT department gets one or two requests to switch to Mail for Exchange and the company expects it will eventually have almost everyone on the solution. "There has been no need to formally train anyone on how to use the software; everyone seems very comfortable with it," Mr Thorvath says. "Better yet, cases whereby we would not be able to respond promptly to customer issues have dropped to a fraction of what they were. Our customers are clearly happier with the speed of service."

The quality of data connection with Nokia smartphones is so robust that the engineers are able to respond to their emails while in traffic – they don't need to waste time travelling back to the office just to log on to the office intranet network. The engineers gain hours of productive time each day using Mail for Exchange solution.

**"As a direct result, we have about 400 engineers who are saving around three hours every day," Mr Thorvath says. "That's time that had been wasted sitting in traffic, now being spent with clients or getting home at a reasonable hour. It's a massive change."**

OnMobile experienced more than a 20% increase in customer projects completed within targeted time. Additionally, OnMobile estimates its expenses – particularly travel expenses – have declined by over 30% in the half year since the solution was first rolled-out. "People are much happier and I feel we've really been able to improve our workers' lives," Mr Thorvath says. "I think that's fantastic."



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