

Nokia Communicator In Operation



A Finnish crane and robot company raises its productivity with the Nokia Communicator

The salespeople at Erikkila®, a Finnish crane and robot technology company, travel a lot when visiting clients. In order to keep in touch with the office and send in sales reports, for example, they used to use PCs connected to mobile phones using PCMCIA cards. But they found this solution to be too difficult, too heavy, too expensive and time-consuming.

So they began using the Nokia Communicator. It was easy to learn and fast to use, and they found it increased their productivity in sales by as much as 40%.

A positive surprise every day

Erikkila® Crane and Robot Technology began using the Nokia Communicator in June 1997. Starting to use the Nokia Communicator was smooth and straightforward. The Communicator guides the user in its operation both audibly and using clear messages on the screen. At the beginning, the fax and phone applications were the most useful. The fax application worked immediately and faultlessly, and soon the staff were sending messages and memos, from wherever they happened to be. Writing and sending a fax was fast and easy.

The next step was to start using the e-mail application. Using e-mail is similar to using the fax application. After the initial setup, using the application was fast and easy. The company accepted the fact that users could not read attachments, since the alternative, a notebook PC connected to a mobile phone, was so difficult to use.

"It's very difficult to describe all the benefits of the Nokia Communicator," says Juha Erikkilä, who is the Chairman of Erikkila®. "When we first started using it, we discovered something new every minute. And we're still finding new benefits from using the Communicator."

"The only way to reach me . . ."

"Last summer I was on holiday, sailing among the islands

off the Finnish coast," says Juha Erikkilä: "We landed on an island in the outer archipelago and went ashore to look at the lighthouse when my client called my Communicator. I talked with the client, and then wrote a confirmation of what we had agreed. I sent the message by fax as I walked back to the boat. My wife had been watching me using my Communicator all summer, and she decided to rewrite the words of an old song. While we were still anchored there by the lighthouse, she rewrote the song in the logbook, something like this: 'The only way to reach me is to get your own Communicator.' She also says I'm a lot more relaxed now that I have the Communicator."

Easy even for "old warhorses"

The salespeople at Erikkila® use most of the functions of the Nokia Communicator: calendar, contacts, short messages, Internet, e-mail, fax and phone. They write sales reports on the communicator and send them to the team by e-mail, or sometimes by fax. After a meeting they write a short report on what was discussed.

The company estimates that the efficiency of its sales force has increased by 25 to 40%, depending on the sales representative. Says Juha Erikkilä, "the Communicator is easier to use than a desktop PC. Even our old sales warhorses have quickly learned how to use it."

The center of attention

Almost everywhere he goes, Juha Erikkilä finds that people notice his Nokia Communicator. In the summer of 1997 he was at the Pori Jazz Festival listening to a band from Senegal. He was a bit unsure exactly where in Africa they were from, so he opened his Nokia Communicator to the World Time application and set the destination on Dakar. The map coordinates now centered on Senegal - and the Nokia Communicator was the center of attention. "The people sitting next to us started talking excitedly and pointing at my Communicator," says Juha.

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Nokia Mobile Phones
P.O. Box 100 FIN-00045 Nokia Group, Finland
Tel. +358 10 5051,
Fax +358 10 505 5768
www.nokia.com