



“The BlackBerry is a great efficiency tool, but it took Mobile Mentor to really make it work for me. It was the most valuable hour I have spent in a long while”

Matt McKendry from Deloitte is one busy fellow. The recently-appointed partner has a range of responsibilities, in particular looking after New Zealand's growing SME sector.

One of the perks of the job was a new BlackBerry but it was a bonus that wasn't rating high on Matt's priorities.

“I'd routinely manage my emails from home in the evening by logging in using my laptop. But what happened was that while I was online, I'd dive into a little bit of work I hadn't finished, or get sidetracked on something and before I knew it hours had gone by and not only was my baby asleep but my focus on work was driving my wife crazy.”

Matt feared a BlackBerry would just fuel this work addiction – “I thought I'd always be playing on it and that would add to the annoyance factor.”

So for three months or so, the BlackBerry travelled alongside the laptop, carrying out the mundane and routine tasks. It was accompanied by the user manual - unopened.... “it's a guy thing,” says Matt. “We just don't read manuals”.

With this admission, Matt joins a growing number of people with high-end mobile technology but the capability and desire to use only very small percentage of its capability.

“A one-to-one service that took an hour and unveiled a whole new world of opportunity for McKendry and his BlackBerry”

### Fuelling the frustration factor

From the start, the unit was a nightmare. It wasn't set up properly. The BlackBerry wouldn't synchronise efficiently, the short cuts were a mystery and the Deloitte global contact network remained unreachable. And McKendry continued to be frustrated at not being able to unleash the potential on the move that others raved about.

“When I became a partner, my work took me out of the office more and more and it became very obvious that I needed a clear, robust mobile technology tool that I could get to grips with if I was going to make efficient use of my time.”

### Finding a whole new world

The answer came in the form of Mobile Mentor, a one-to-one service that took an hour and unveiled a whole new world of opportunities for McKendry and his BlackBerry.

It was, according to McKendry, a highly-tailored approach that set about working out ‘what exactly do you know now and what do you need to be able to do?’ and finding a solution that worked. Contributing to the frustration factor was a fault in the set up, that was quickly defused by a phone call from the ‘mentor’ to Vodafone.



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At the end of the session, Matt was on his way to being BlackBerry-literate. As well as handy tips and short-cuts from the mentor that enabled him to use the device more effectively, he loved the benefits of one calendar and contacts that were always synched to his Outlook. And having easily accessible global contacts meant there was less time wasted hunting for Deloitte phone numbers and email addresses.

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