

## SNCF

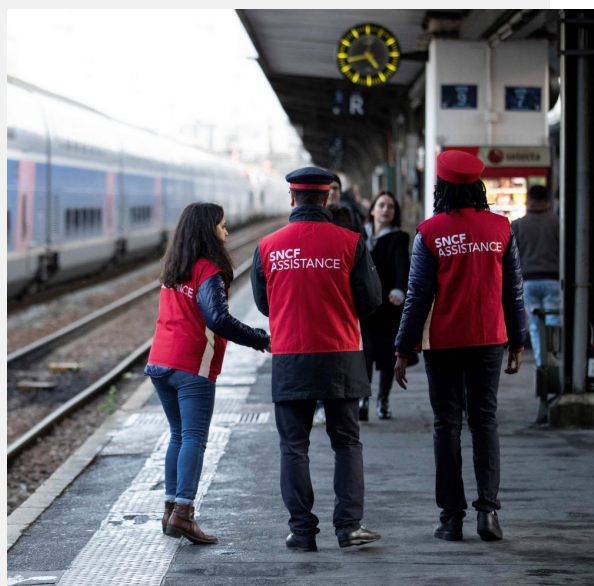
SNCF is an international group based in France, operating railway services for passengers and freight. It runs 15,000 commercial trains every day, carrying more than five million passengers.

**Mobil'IZ** Mobil'IZ is a project led by SNCF's Onboard Staff IS Department. Its aim is to issue mobile devices to Customer Relationship agents across the Group's three business units: Intercités, TER and Voyages.

<http://sncf.fr>



TRANSPORT



**"OUR THREE PARTNERS ON THIS PROJECT ARE ALL BASED IN FRANCE, SO WE WERE REALLY KEEN TO WORK WITH A FRENCH COMPANY."**

**21,500**  
AGENTS EQUIPPED WITH THE  
TREKKER-X4

**240**  
AGENTS SPENT  
A PERIOD OF  
**10**  
WEEKS TESTING THE  
DEVICES TO CHOOSE FROM  
AS PART OF THE PROJECT.

**"DURING OUR LAST CONTRACT, WE WERE CONSTANTLY HAVING TO BUY MORE PHONES DUE TO BREAKAGE, LOSS AND THEFT."**

## THE CHALLENGE

### How were your mobile devices previously organised?

Before the Mobil'IZ project and until March 2019, we had two separate "fleets" managed by two different departments. On the one hand, we had the on-board agents and train conductors (10,500 smartphones), and on the other, the ground staff including station attendants (6,500 people also equipped with smartphones).

### What was the problem with this system?

There was a change in management at the company, and focus turned to the agents' role. The decision was made to no longer distinguish between the ASCT\*, Station and Sales roles and instead create a single, multi-activity profession: the customer relationship adviser. The problem was that the old mobile fleets were completely unsuited to this change.

\*Commercial Train Service Agent

**"THERE WERE SIX BRANDS COMPETING FOR OUR TENDER. CROSSCALL WAS THE CHALLENGER, THE MOST DISRUPTIVE SOLUTION"**

**Did you come across any other issues?**

We also had some issues with cost and production.

Over the three-year period, we were constantly having to buy additional phones, nearly doubling the number initially deployed. Almost 16,000 units had to be purchased as a result of end of warranties, loss, theft and breakage. We ended up with a dozen different smartphone models in use across our teams, which obviously became quite tricky to manage!

**THE SELECTION CRITERIA**

**What kind of solution were you looking for?**

We wanted to find a single phone, a smartphone, with a longer life span and a focus on performance and resistance. It also needed to have a large screen to make it easy to read, and be upgradeable to enable the various software updates.

**How did you hear about Crosscall's solutions?**

We knew about Crosscall because we'd been watching the brand for the past six or seven years. When the Mobil'IZ project was launched, we took a closer look. We met the Crosscall teams at a trade show and our integrator also put us in touch with the sales teams.

**Did you meet with manufacturers of other rival**

**solutions?**

Of course. There were six manufacturers in competition for the contract. Crosscall was the challenger, the most innovative, and the one that offered the most resistant solution.

**What was it that won you over?**

The thing to remember about our project is that all our decisions revolved around the end user. We asked the agents what they wanted. Then, based on the feedback from our agents, how the phones would be used, and also the financial side, we selected six smartphones from six different manufacturers. Ultimately, what convinced us was that the agents themselves were won over by your solution and the guarantees you provided.

**Did Crosscall come out top in your technical tests?**

It did. We asked the company Greenspector to test the battery performance, network reception, WIFI, bluetooth and general ease of use of each phone. They gave the **TREKKER-X4** a score of 90.1 out of 100, making it the clear winner - in no small part due to a battery lifespan of 39 months. That's longer than the contract itself!

**Is it important to you that Crosscall is a French brand?**

We have ended up making our project a completely French endeavour! All four of our partners are French: Greenspector (Nantes) which carried out the field and lab tests, our integrator partner Dam's in the Paris region, Crosscall smartphones from Aix en Provence, and Nodixia (Lunel Viel) for the CSR side. So, yes, although it wasn't a specific selection criterion, we're delighted to be using a French company!



**90.1/100**

SCORE GIVEN BY GREENSPECTOR IN THE TECHNICAL TESTS (TOP SCORE)

**40**

THE NUMBER OF BUSINESS APPS BUILT INTO THE PHONES

**THE CHOSEN SOLUTION**

**Can you tell us a bit more about the chosen solution? How does it work?**

We have deployed the TREKKER-X4 phone along with its glass screen protector (X-GLASS) and the X-POWER external battery. The phone holds its charge well and has excellent network reception, regardless of the mobile operator. This means that agents can work with total peace of mind throughout the day and access information quickly to provide the best possible service to the customer

**What business apps do you have?**

In total, we have almost forty business apps covering all our different activities. The apps are used by customer relationship advisers in each of the three business units (Voyages, TER and Intercités), helping them to provide information, services, security, safety and sales.

Every app has worked really well with the **TREKKER-X4**.



**TREKKER-X4**

“Your range of accessories is so innovative. It has clearly been designed for everyday use and with real users in mind.”



**X-POWER**



**TEMPERED GLASS**

### **What are the advantages of this solution for your employees and your IT department?**

The solution is implemented using Android Enterprise, so it has all the features we need to ensure excellent data security and simplified fleet management (automated updates, security patches, etc.).

What's more, our agents are permitted to use their work phones even for personal use, and with Android 9, they can create totally separate work and personal profiles.

### **What do you think of the accessory ecosystem and the X-LINK technology?**

It's so practical. And so innovative! Obviously, the accessories range is perfect for outdoor sports, but it is also well suited to a wide variety of professions. It's an impressive range and it all interconnects; you spot one accessory you like and you immediately want to check out the rest. They've clearly been designed with the user in mind, and the quality is second to none.

## **THE ROLL-OUT**

### **How was the solution deployed? How long did it take?**

The roll-out began with a pilot phase, which gave it a running start, with positive feedback and results.

### **How did your employees react?**

Very positively, since they helped to choose it. Agents noticed after just a few days how well the **TREKKER-X4** worked, and that the battery lasts a really long time!

### **Did any specific adaptations need to be made? Did you have to change the way you work?**

No, not at all. On the contrary. We simply replaced one phone with another. It just needed tailoring to the specific professions. What we needed to adapt to wasn't the new equipment, its deployment or even its use, but rather the change in technology, the use of Android Enterprise.

All our business apps had to be adapted to this technology.

## **CONCLUSION**

### **Overall, are you happy with the solution?**

Yes, absolutely. We have had far fewer reports of breakages, loss and theft. I remember a previous roll-out, with devices from other manufacturers, where the breakage rate was high even before we had finished issuing all the phones.

### **Would you recommend this solution?**

Yes. We've already been contacted by other entities to talk about our solution. The Mobil'IZ project has set the standard. Crosscall was the perfect fit for OUR business solution.

### **What's the next stage of development?**

To finish the roll-out and continue to reinforce communication on the project. Each week we provide hands-on support to agents so they can learn how to use the phones. We do this through communication and assistance on the company's social media, by posting tips and making sure our teams are readily available to answer questions. We also offer face-to-face support to agents on the ground.

Benoit Pasquier  
Onboard Staff IS Department  
Head of Mobility

Thomas de Pocheville  
Digital transformation Project Leader

Testimonial from:  
Elise Dambreville  
Communication and Change  
Management