



Surefire Mobile Sales guarantees smooth sailing for State Boat Harbours

CHALLENGE

A large Australian government department needed a quick, simple, streamlined process for taking card payments for fees and charges in the field.

SOLUTION

The Commonwealth Bank's Albert device was rolled out with Surefire's Mobile Sales app which integrates with SAP via the Surefire Transaction Platform.

BENEFITS

- Increased employee satisfaction as they can now focus on their core responsibilities instead of time consuming administration
- Improved customer experience with on-the-spot payment in 30 seconds
- Reduced administrative costs due to faster transaction processing and reduced reconciliation effort
- Less chance of lost payments due to integrated, streamlined process

State Boat Harbour employees are dedicated to maintaining safe harbours but were frustrated by the amount of time spent in the office processing customer payments. Charged with making transactions as easy and seamless as possible, the project team set about doing exactly that.

The department maintains the public boating infrastructure (boat ramps, pontoons, jetties etc) along the coastline, as well as the entrance and internal public navigation channels to the facilities. Part of this responsibility involves collecting mooring charges, commercial passenger fees and fish receivable charges.

The process for collecting these fees involved receipting in SAP, which was a time consuming task involving multiple screens to complete a simple transaction.

Staff members needed training in SAP to process transactions or payments were sent offsite to a customer service centre or central office for processing.

End-to-end solution designed in a day

The department's Transactional Improvement Program is focused on making government transactions as easy and seamless as possible. The team saw great potential for the Commonwealth Bank's Albert device to improve the customer experience and streamline their business processes. They decided to pilot the Albert and Surefire Mobile Sales with State Boat Harbours.

A one day design workshop was conducted including Surefire representatives along with the department's SAP team, subject matter experts, IT, Finance and Audit representatives. The outcome of the workshop was an end-to-end solution — designed in one day.

The solution involved integrating Surefire Mobile Sales with the department's SAP system so the Boat Harbours could accept on-the-spot payment by card and have the sales and payment data update SAP immediately. Product, pricing and operator details are maintained via the Surefire Transaction Platform.

Surefire Mobile Sales on the Albert — embarrassingly simple!

"Is that all I have to do?" was the response from the Boat Harbour staff when shown how to use Surefire Mobile Sales on the Albert device.

Employee satisfaction has improved due to the reduction in manual work. The new system has freed them up to focus on their core job of maintaining a safe harbour, rather than being burdened with time-consuming administration.

"The solution has also enhanced the customer experience immensely with quick, simple, error free transactions with a compliant tax invoice issued within 30 seconds — no waiting for a receipt or having to post it in the mail." says the department's Project Manager.

The risk of losing payments has been eliminated and reconciliation is streamlined as SAP is updated in real time, all while ensuring audit standards are maintained.

"It's been a great partnership. The department, CBA and Surefire have worked really well together. It's new for everyone and not easy as there is no precedent to follow, but all parties have a desire to make sure everything works."

Project Manager
Transactional Improvement Program

"The project has turned the cumbersome receipting of payments in SAP into something that just works. We're now processing transactions in just 30 seconds."

Project Manager
Transactional Improvement Program

The surprising outcome of a fierce storm

When a brutal storm wreaked havoc on a section of coastline, a nearby Boat Harbour office was so badly damaged, it was unusable — not an ideal time for an agency charged with protecting state waterways to be out of action!

The department's staff mobilised and in the space of 24 hours, alternate office accommodation was found, the staff move planned, and a spare Albert device was configured and deployed. Staff were trained over the phone in how to use Surefire Mobile Sales. This allowed them to continue to offer a valuable service to the boating community in the region during the recovery period following the storm.

The initiative was so successful that other regional offices wanted the Surefire solution on an Albert. The department is currently rolling these out across the state.

Many of the small regional offices along the coastline didn't have facilities to take payments and relied on their customers posting cheques to a larger customer service centre; such is the geographical challenge in Australia.

The offline capability of Surefire's Mobile Sales app now enables business to continue as usual in remote areas like these with unreliable 3G coverage. This empowers the department to support customers in regional areas with the same level of service they would experience in a major city.

An eye on the future

Phase 2 of the project, currently being tested, will see the department use Surefire Mobile Sales to generate invoices for regular customers such as whale watching and commercial fishing operators. Staff can look up the customer number on the Albert and trigger the creation of an invoice in SAP which will be automatically emailed to them and due for payment on account.

With the addition of QR codes on invoices, customers will be able to come into a customer service centre to pay at the counter in Phase 3 of the roll out. Operators will scan the QR code and process the payment using the Surefire BillPay function which updates their account in SAP in real time.



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