



Black Label creates a solution to connect to the world of Agility

CHALLENGE

Agility knew that their paper-based job logging and payment process was old fashioned, inefficient and time-consuming. Finalising and reconciling payment impacting backend administration work. They wanted a fast implementation solution to automate their sales process and provide enhanced service levels for their customers

SOLUTION

Introduced to Black Label, a Discovery process suggested a way they could use Mobile Sales to automate how they engaged and serviced their event clients

Agility Fairs and Events is one of the world's leading exhibition forwarding specialists handling some of the biggest and most highly attended events in the country.

As Australia's largest supplier of exhibition logistics services, Agility is aware how important it is to build lasting partnerships and relationships with their customers and suppliers.

Agility can ensure that the exhibitor's product, display & merchandise are in the right place, at the right time. Providing a complete service, transport, materials, handling and storage services, Agility is committed to

ensuring smooth transition of exhibition logistics from pick up to the exhibition booth. Through their activity prior to and during an exhibition, they have become an extension of their customer's marketing and service teams, complimenting their activities.

Agility knew that their paper-based job logging and payment process was old fashioned and inefficient. They were aware that writing down credit card details was not compliant with payment regulations in Australia.

For their clients, payment by digital means was an absolute necessity in the current business environment, especially given an ever-increasing legislation and scrutiny around fraud protection measures and data protection.

A mobile point of sale solution was required; one that is effective “in-the-field” and can process payments with or without internet connection.

In providing services at events, **time was also a challenge** as stand set up and builds were always under pressure and affected completing work orders accurately.

Finalising and reconciling payment was also a major headache – wrong card details, expired cards, customer claims and complaints impacted administration work.

Using Mobile Sales on a ANZ Blade device to automate and engage customers in the field

On any given day, the Agility Team handled hundreds of individual transactions at a number of event sites across Australia. The business required a robust digital solution to capture revenue for provision of onsite logistics services. Not an easy task, as pricing varied across events depending on weekend or public holiday rates. Furthermore, Agility needed daily administrative control over the “content”.

Introduced to Black Label, a one-day Discovery process suggested a way they could use Mobile Sales to automate how they engaged and serviced their event clients. Work processes were analysed indicating that using a Mobile Sales Application could save time and repeat stand visits.

Collaboration with Black Label allowed Agility to fully utilise the Management Console which was an excellent outcome providing control and flexibility for their operations teams.

In June 2019, Agility activated their Point of Sale [POS] solution on an ANZ Blade device to accept payment on the spot. A product and pricing structure was established to make it easy for their work force to describe, book and charge clients for the range of services they required. Helping staff accept the new process took time upfront but the new process was embraced well as it was sensible and saved time.

The new solution was very well received by all their clients, who, as always welcomed innovation & efficiency. The benefits were immediate, including:

- **Compliance with credit card** schemes and security
- **Ease of expense reconciliation** for exhibitors, as receipts emailed immediately
- Comfort to clients around **predictable overall costs**
- **A new service initiative** to our clients
- From a **green perspective**, a significant reduction in the use of paper [docket books eliminated]

“It has been an **effective partnership**, as Black Label were able to incorporate our pricing & full suite of services into the handheld devices. Now, we can **service and get payment in a single client transaction**. Using a Mobile Sales Solution has helped us **solve a lot of challenges we faced in the field**. **Our customers are a lot happier too!**”

Jim Pantopolis
General Manager Fairs & Events Aust & NZ

BENEFITS

- A savings of over 10 hours/ week in administration time around payment settlement
- No payment disputes
- Better cash flow
- No receivables issues
- Stand engagement in a single visit including payment, saved workers days on site
- Staff can sell and get payment for set up and pick up in a single transaction
- Customers receive email receipts that are also easy for Agility to store, resend and access
- Work load data now allows better forecasting of labour requirements and staff planning



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