



THE CHAMBER OF COMMERCE AND INDUSTRY (CCI) OF VAR

The Chamber of Commerce and Industry of Var, a regional economic development agency, provides companies from the Var region with the skills they need to turn their projects into a reality.

A real facilitator, the CCI has developed a uniquely supportive toolkit to assist all the regions's investment projects.

Among many projects, the Var CCI manages several marinas and commercial ports in the region.

<https://www.var.cci.fr/>



MARITIME



"YOUR PRODUCTS ARE ALL ABOUT STURDINESS"

1.7

MILLION PASSENGERS

+23%

KT OF FREIGHT CARGO

THE CHALLENGE

What was the main issue you faced?

We equip employees who work in marinas and commercial ports. Previously, we worked with smartphones described as "semi-rugged", but we needed a product more suited to their uses and their needs. The Crosscall brand was introduced to us via our carrier.

What were your selection criteria when buying our mobiles?

Lots of criteria led us to decide upon your products. Among these was the double SIM feature. The people who we tend to equip with phones always have a work line and a personal one on them. In ports, they also sometimes have duty phones with freephone numbers. So they soon find themselves with 3 phones in their pocket and that's a lot!

What's more, these teams are called upon to attend international trade fairs. So they buy local SIM cards to benefit from cost-efficient call rates. Having two SIM slots is therefore essential in their daily life.



ACTION-X3

“**Nowadays people are looking for more resistant phones!**”



TREKKER-X4

Who has been equipped?

Harbour masters and team-members. All the individuals who work directly in the ports and therefore in "hostile" environments: the port environment, outdoors and at sea.

What is their everyday life like?

For them, the mobile phone is an essential work tool. The nature of their work means they can drop their mobile phones several times a day. They sometimes even have to jump into the water with them! We have had cases where the harbour masters have had to dive in to rescue people.

THE CROSSCALL SOLUTION

What ended up winning you over?

The value for money was very appealing. We had studied the option of a smartphone with a reinforced case fitted with a screen protector and the price was the same as that of a Crosscall product. But we didn't have the waterproofness or the same resistance.

What has employee feedback been like?

They are happy with the roll-out and the products. They are going from a semi-rugged product to a CROSSCALL phone: a bigger and brighter screen, which is all about sturdiness.

What is your next development project?

The lone worker protection issue. We saw that your phones were compatible with dedicated lone worker protection apps. Until now, at our company, lone worker protection consisted of dedicated terminals. Having this feature on a single device seemed like a great opportunity.

Testimonial of Laurent Galceran,
Information System Manager

