

me & my mobile

in association with

BARCLAY COMMUNICATIONS
The Cellular Consultancy Company



Formed in Northern Ireland over 60 years ago, Wilsons Auctions is the largest auction house in Ireland and one of the largest in the UK, holding regular auctions of cars, classic cars, office furniture and equipment, commercial vehicles, cherished numbers, commercial and residential property and antiques and fine arts as well as plant, machinery, liquidation and disposal sales. Wilsons Auctions were responsible for the first car auction in Ireland as well as being the only member of the Society of Motor Auctions in Northern Ireland. Ian Wilson is Managing Director.

Ian Wilson and the scourge of CRAFT

What type of handset do you use?

I use a Sony Erickson 990i – it can do everything but make a cup of tea.

What do you mainly use your mobile for?

I use my mobile to keep in touch with my business. I can receive e mails from my office to a little device that fits in my pocket. Customers don't wait these days, they expect answers immediately. That level of communication is vital for any business nowadays.

How crucial is it for your business?

Regardless of where I am I can control the quick turnaround of how we do our business. Years ago the car auction business has a longer lead in time - it may have taken up to two weeks to auction a car. Nowadays with the level of modern communication we can have a car lifted and auctioned in one day. So my mobile is very crucial for our business. The motor industry is on the move for 50% of the time and a good communication system is important. I can receive pictures and messages while I am out and about and can send block text messages to 200 of my potential customers in a matter of minutes.

What technological advances in the mobile market would make your job easier?

I would like to see a new, smaller design for a hands free facility. Despite the fact that there is a vast array

of hands free kits there is still a need for a discreet design. I think people still feel like 'a bit of a Wally' when walking around with a headset on.

What is your most embarrassing moment with your mobile?

To be honest it's down to age. I call it the CRAFT disease (Cant Remember A Flipping Thing). Anyway there I was talking to my friend Ken on the phone and arranging to meet him but spent a few minutes distressed because I couldn't find my phone. It took a while to realise it was in my ear – that's what I mean CRAFT disease – it comes with age!

Has it ever got you out of a tight spot?

Absolutely. The great thing about mobile phones is you can be in communication with people but you never have to disclose where you are.

What is the most famous name on your mobile?

Lots of influential people. I should say my bank manager but I've forgotten his name – CRAFT AGAIN!!

Eye

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