

CASE STUDY

Company: Corporate Couriers Ltd.



Corporate Couriers Drives Forward with a **'Complete'** Solution

At a Glance

Customer Profile

- Based in Vancouver, British Columbia, Canada
- Founded in 1980
- 2500 to 3000 daily deliveries
- Over 120 contracted couriers

Challenge

- Limited functions with existing courier software system
- Increasing customer demands
- Foster growth without increasing operating costs

Solution

- Courier Complete Software (Operations Management, Web, Two-way data)
- CC-Quick Address
- Customization

Results

- Increased revenue by \$636,000/year
- Cost management savings of \$180,000/year
- Automation of repetitive tasks
- Decreased phone traffic, increased driver and dispatcher productivity
- Improved operational efficiency and accuracy
- Increased customer and employee satisfaction

Background

Corporate Couriers Ltd., based in Vancouver, British Columbia, has established itself as the province's premier trusted courier company specializing in same day, air, international, special delivery and overnight courier services in the greater Vancouver region. When Don McCarthy, president, founded Corporate Couriers in 1980, the company started out as a 2 vehicle courier company. Today, with a fleet of over 120 vehicles and cyclists, Corporate Couriers processes 2500 to 3000 daily deliveries to customers in the travel, legal, corporate, manufacturing and distribution industries. Corporate Couriers also offers warehouse and distribution services for companies requiring storage and materials management.

Over the past 4 years, Corporate Couriers has won the Consumers' Choice Award for Best Courier in the greater Vancouver area, an approximate population of 1.5 million. The cornerstone to Corporate Couriers' success has been their outstanding reputation for excellence based on the renowned professional appearance of their uniformed couriers and their exceptional customer service. A further source for Corporate Couriers' success has been their leading edge technology. With over 20 years experience in the computer industry, Don McCarthy has made Corporate Couriers a recognized leader in technology for the Vancouver courier community. With competition intense in the courier industry, Don realizes the importance of how technology can play a beneficial role in expanding his business and having Corporate Couriers continue as a top competitor in the market.

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Challenge

Before implementing the Courier Complete system, Corporate Couriers was using a software system that constrained growth and limited functions, only providing basic task automation and specific reporting details. Furthermore, customer demands have shifted from not only requiring the actual delivery of goods but to also having the ability to obtain immediate accurate tracking and delivery information. Overall, dispatchers were overwhelmed by customer calls. From placing orders to responding to inquiries regarding shipment status, minimal time was available for dispatchers to efficiently plan drivers' routes.

In order to foster growth and continue meeting customer demands, Corporate Couriers recognized that they would need to improve their exist-

ing situation and take the next steps in automation: implementing a cost-effective technology solution to streamline and automate all front and back-office operations. Selecting the right product to assist Corporate Couriers with this was critical to their future and long-term growth.

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Early in 2003, Corporate Couriers initiated a study to replace their exist-

ing computer system with a product and supporting company that would lead them into the future. The new system would have to include all the functions required to operate a courier company in a real-time environment and ensure the flexibility to accommodate at least 200% growth. It would also need to provide detailed report analysis on any stored field and have the ability to attach to any wireless communication device. Finally, the solution must be cost competitive with no transactional charges.

“When looking into the future of Corporate Couriers, I wanted a company with a solid background that is forward thinking, continuously moving ahead with technology, and that has bulletproof software,” said Don McCarthy. “I found that with Courier Complete.”

Solution

After six months of extensive evaluation of competing software, Corporate Couriers decided on Canadian-based Courier Complete Inc. (www.courier-complete.com) for a solution. Courier Complete came highly recommended and fit within Corporate Couriers decision-making criteria. The company had proven technical staff, both for support and new product development, having serviced a number of customers with full working systems that were of equivalent size and needs to Corporate Couriers. Courier Complete was not only cost-effective, but also an easy-to-

use software with strong organizational support backing the product. The Courier Complete system offered Corporate Couriers a turnkey solution as licensing is based on a one-time fee per user. Thus, Corporate Couriers only paid for the number of users they required.

In September 2003, Corporate Couriers implemented the Courier Complete product consisting of three main software components: operations management, web, and two-way data. Subsequently, building on the success of the Courier Complete platform, Corporate Couriers employed custom

solutions and also integrated CC-Quick Address into the Courier Complete order entry system. CC-Quick Address validates and standardizes every new address entered into the system by referencing a national Canadian or U.S. database. This has enabled Corporate Couriers to improve dispatcher and driver efficiency by reducing the number of “invalid/wrong” address deliveries when no address validation system is used.

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Results

Utilizing the Courier Complete system has proven to be extremely advantageous to Corporate Couriers. Courier Complete has played an instrumental role in streamlining operations and providing opportunities for growth in all of Corporate Couriers' departments. Lives have been simplified for Corporate Couriers and their customers. Corporate Couriers is now able to offer its customers online order and tracking capabilities. Customers are able to obtain real-time proof of their deliveries and search online for the status of their deliveries without having to place a call to Corporate Couriers' customer service. Corporate Couriers has seen significant reductions in phone traffic as customers are placing initial orders online and calls regarding delivery status have been eliminated. Customer service is now able to focus on moving forward and leveraging larger customers while also maintaining existing customer relationships. Internally, there has been automation of every step of the delivery process. Corporate Couriers is now benefiting from prompt and accurate payments, improved accuracy with sales data and increased on-time deliveries as drivers and dispatchers are able to send and receive delivery information real-time.

Feedback has been extremely positive from Corporate Couriers' customers as well. With the web component, customers feel more in control with real-time answers right at their fingertips. Corporate Couriers provides their customers with the ability to immediately access current and historical order details, by any field, eliminating manual processes and saving their customers' time and money. Receiving billing and reports via email, no longer having to deal with paper, and not having to install specific

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software on their computers were also listed amongst the top benefits.

Sales personnel have found the benefits of Courier Complete as a major value-added with the software playing a prominent element in their sales process. “This is the best system I have seen or used. A key feature is that it is easy-to-use, whether it is someone 60 years old or a child, training is a walk

in the park”, says Nancy Brady, Account Executive, Corporate Couriers Ltd. “Being Microsoft-based makes everything easier for our customers, every process is only a few clicks away and you're done”. Corporate Couriers' previous courier computer system required a full-time IT specialist to support the programs, write reports and provide the maintenance to keep the system up and running. With Courier Complete, the requirement for a dedicated IT specialist is no longer required, for Corporate Couriers or their customers, as the program is built on a Microsoft Windows platform providing ease of use and simplification of all timely processes. Corporate Couriers has streamlined their entire operation significantly increasing revenues and improving productivity. In the last 5 months, they have increased their business by \$53,000 per month (\$636,000 per year), in which Corporate Couriers' sales force has not only been able to close new business, but have also been able to reclaim 3 major accounts previously lost.

Management, sales, and administration personnel are able to use the Courier Complete system directly to operate and manage their departments. For any special needs or reporting requirements, Corporate Couriers

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utilizes the Courier Complete staff to customize the system to meet their specifications. Additional reporting tools have benefited management by providing them with valuable insight as to how their business is operating and assisting them when making key decisions. Courier Complete has provided Corporate Couriers with increased flexibility and functionality to service customers quicker and more efficiently without increasing staff and operating costs. With the web order entry component of Courier Complete quickly growing to be 45% of Corporate Couriers' total deliveries, Don McCarthy estimates that his customer service department has realized a cost manage-

ment savings of \$180,000 per year, as additional reps would have been necessary to manage the workload.

By streamlining their entire operation, Corporate Couriers has been able to provide better service provisioning for its customers, while reworking both financial and operational infrastructure and realizing enormous time and cost savings. "Courier Complete has become one of our driving successes and a leading edge sales tool for our future. Combining Courier Complete with our success factors, Corporate Couriers will continue to grow, remaining customer driven and always in pursuit of staying one step ahead into the future," says Don McCarthy.

Future Solutions

Other future solutions Corporate Couriers is currently researching is Courier Complete's CC-2Way WinCE, allowing signature capture on an Intermec mobile device. This will allow customers to sign directly on the screen, sending the signature capture immediately to the host computer.

About Courier Complete

Courier Complete is a Windows-based courier operations solution specifically designed for the courier, messenger, expediting and distribution industries. Courier Complete automates the front office, back-end business and in-field courier processes, including online customer order entry, accounts receivable, real-time deliver tracking, and account information. It uses wireless two-way data technology (WAP, BlackBerry® or Windows Mobile) to enable dispatchers to wirelessly send detailed order information to a driver's device. Drivers can view and interact with the information on their device and keep dispatchers up to date by remotely updating the status of pickups and deliveries. The Courier Complete Group includes training, available both on-site and remote; support, available to customers 24/7; data services, to assist in the conversion to the Courier Complete product; and a custom development and consulting team, to develop custom solutions that give businesses a competitive advantage.