



TELUS Business Solutions Success Stories
Business. Backed by TELUS.

Corporate Courier Logistics Ltd.

TELUS enables courier service to deliver first

Corporate Courier Logistics' thoroughly professional, uniformed couriers are a common sight at many of the Greater Vancouver Region's major travel, legal, corporate, manufacturing and distribution firms. With a fleet of over 150 vehicles and cyclists, the company is British Columbia's largest same day courier service. They also offer air, international, overnight and special deliveries, as well as warehousing and distribution services.

the challenge

Corporate Courier Logistics operates in a highly competitive market, where growth opportunities have historically been limited. As a result, the company must keep existing customers loyal and attract new business wherever possible. Specific challenges included:

- **Three different communications devices.** Each courier carried a pager, a two-way radio and a BlackBerry handheld device.
- **Difficulty in pinpointing courier location.** When a customer called to ask for the estimated time of arrival of a delivery or pickup, the dispatcher would have to page or radio the courier and then call the client back. Similarly, when new jobs came in, dispatch knew which couriers were in the area, but could not easily identify the one nearest the pickup point.
- **Need for affordability.** As independent owner/operators working for Corporate Courier Logistics, individual couriers would be responsible for a portion of the cost of any new solution. While they were prepared to pay for increased functionality, the solution needed to be affordable.

To provide the best implementable solution, TELUS leveraged its own expertise and experience, as well as its unique relationships with partner vendors. The results have been everything Corporate Courier Logistics expected. "I was particularly impressed with the participation of the TELUS team who contributed beyond our expectations," says Don McCarthy, President of Corporate Courier Logistics.

the TELUS solution

TELUS worked with Corporate Courier Logistics to identify the company's precise requirements and create the ideal dispatch and delivery solution. In the process, TELUS was able to leverage its unique partnership with a software vendor specializing in the courier business.

- **One device does it all.** All couriers now carry a BlackBerry 7520, with GPS capabilities. This unit notifies the courier of new jobs and processes all customer information such as status and billing information. It also functions as a mobile phone and includes TELUS Mike Direct Connect capability, which replaces Corporate Courier Logistics' two-way radios and provides better coverage.
- **Two applications.** TELUS ensured that Corporate Courier Logistics has the business management and GPS mapping software they need, customized to their precise requirements.
- **Managed pilot.** Before the new solution was implemented, Corporate Courier Logistics tested 10 units with full project support from TELUS. "TELUS became much more involved than I expected," says McCarthy. "They rolled up their sleeves and contributed, making sure it clicked all the way through."

the results

Corporate Courier Logistics Ltd. deployed a leading edge dispatch and delivery solution that gives them a decisive edge over their competition.

- **Improved customer service.** Corporate Courier Logistics' dispatcher can now visually pinpoint a courier's location at any given time. As a result, a customer can instantly be provided with an accurate time of arrival, without having to wait for a call back. This added benefit is particularly important in emergencies, and has received highly favourable comments from customers waiting for deliveries at the airport before flying out of town.
- **More efficient job scheduling.** Dispatchers can instantly identify the courier closest to any new pickup location and assign a job to them. This saves time, increases efficiency and customer satisfaction and enables Corporate Courier Logistics to schedule more jobs per courier.
- **Familiar interface and affordable pricing.** Because the new solution uses BlackBerry devices, couriers are already familiar with the technology and have found it easy to input and track customer data. In addition, the cost to individual couriers was well within the required threshold.

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