



TELUS Business Solutions Success Stories
Business. Backed by TELUS.

Prime Time Messenger Inc.

lowers costs, improves productivity and shortens billing cycle

“My experience with TELUS has been outstanding, from customer service to operations to fielding questions. And our solution has increased productivity by 30%, cut inbound calls by 80% and allowed us to receive payments 50% faster.”

— Nushy Habib, President

situation

- When Prime Time Messenger first opened for business, its dispatchers kept in contact with drivers and couriers via two-way radio
- Drivers who were out of their vehicles could only be contacted by expensive cell phone calls or pager
- Prime Time Messenger discovered the Push to Talk capabilities of Mike phones and switched its entire fleet to the Mike network
- This enabled dispatchers and couriers to stay in contact inexpensively, at all times
- However, drivers still had to write out each order and obtain written confirmation of pick up and delivery
- All orders had to be manually entered into the company's systems for tracking and billing, creating the opportunity for errors
- These processes were time-consuming and labour intensive
- If bills of lading were ever lost, the entire delivery process had to be retraced, step by step

approach

- Prime Time Messenger was introduced to Complete Innovations, a TELUS partner and creator of the Courier Complete solution
- TELUS, Prime Time Messenger and Complete Innovations worked together to customize a real-time, Web-based courier dispatch, tracking and billing system

business benefits

- Couriers and drivers now receive all new orders as text messages within the Courier Complete application on their Mike phones
- Couriers quickly enter pick up and delivery confirmations into their Mike phones, for real time transmission to head office
- Driver and courier productivity has increased by 30% and data re-entry errors have been eliminated
- Accurate invoices are generated faster, cutting the company's billing cycle by 50%
- Thanks to the Web-based component, 95% of orders are now placed online and customers can track their own shipments in real time
- Inbound calls have been cut by 80%, allowing Prime Time Messenger to reduce its office staffing costs significantly
- Prime Time Messenger projects a far more professional image to customers and prospects offices and at-home agents, all seamlessly to clients

Prime Time Messenger Inc.

solution details

Based in Markham, Ontario, Prime Time Messenger offers a full range of local and North American delivery options, as well as warehousing, e-fulfillment order processing and logistics services. The company operates 24 hours a day, 7 days a week, and prides itself on the quality of its people and the flawless execution of every customer order.

From the day Prime Time Messenger opened its doors, the company has recognized the importance of technology to its success in a highly competitive marketplace. For example, Prime Time Messenger initially used state-of-the-art radio systems hardwired into every vehicle. However, while this allowed dispatchers to contact couriers and drivers on the road, it did have some limitations.

When drivers were outside their vehicles, they could only be contacted by pager or cell phone, at a time when cellular calls were relatively expensive. Couriers also had to write out each new order by hand and ask for signatures as proof of delivery. In addition, when clients called to ask about a delivery, dispatchers would have to call the courier to ascertain an estimated time of arrival. It was a time-consuming, labour-intensive process – and if a bill lading was ever lost, every step in the delivery had to be retraced.

“Then we discovered TELUS Mike phones,” says Nushy Habib, President of Prime Time Messenger. “We made the switch and noticed an almost instant improvement in productivity. We could reach our people inexpensively, with the push of a button, no matter where they were.”

Subsequently, Habib was introduced to Complete Innovations, the creator of the Courier Complete courier dispatch, tracking and billing solution. When he learned Complete Innovations is a TELUS partner, he asked the two companies to work with Prime Time Messenger in designing a customized solution. “It was a joint effort among all three companies,” he says. “Together, we developed the screens we needed.”

Today, more than 95% of Prime Time Messenger customers enter their orders online. The orders go to the company's dispatcher in real time, from where they are routed to the nearest available courier. Courier Complete software has been installed onto every courier's Mike phone, so new orders appear immediately as text-based messages. Instead of having to write anything, the courier simply pushes a button to acknowledge receiving the order, and enters the recipient's name when it has been delivered.

The solution has delivered substantial benefits. Data re-entry, with its potential for errors, has been eliminated. Inbound calls have been reduced by at least 80%, allowing Prime Time Messenger to cut its in-house staffing costs in half – and because invoices can be generated accurately and much faster, the company's billing cycle has been cut by 50%. Couriers and drivers also get more done. “Now that our drivers no longer have to work with paper, their productivity has increased by at least 30%,” says Habib. “It's also safer, because some of our drivers were tempted to write their labels while on the road. And allowing our clients to order and track shipments online makes us look a lot more professional.”

Habib is so pleased with the solution that he is happy to recommend it to other courier companies. “My experience with TELUS has been outstanding, from customer service to operations to fielding questions. In fact, I've even recommended them to competitors who belong to my business association.”

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