

SPANISH DELIVERY COMPANY REDUCES COSTS BY 25% WITH BLACKBERRY SOLUTION AND GOES THE EXTRA MILE FOR CUSTOMERS



As one of Spain's leading delivery companies, Halcourier boasts a network of over 200 franchises throughout the Iberian Peninsula. With an expert team of 2,500 workers, and a fleet of 1,800 vehicles, the company manages the transportation of over 5.5 million packages per year.

THE CHALLENGE

In a business as competitive as the delivery industry, Halcourier's mission is to stand out from the rest by the quality of its customer care, providing service excellence to its clients. One important feature of this high-value service is Halsystem®, an exclusive software application that allows Halcourier's clients to monitor the status of their deliveries online. In the past, Halcourier's delivery team had to phone into the local dispatch offices to keep updated on the status of each assignment, and this information then had to be keyed into the central database manually before becoming available to the client.

In order to enhance their standards of distinction, Halcourier's requirements were two-fold: Firstly, they needed a communications system that would tighten co-ordination between couriers and central offices, minimising delivery times and facilitating incident resolution. Secondly, they wanted to be able to offer their customers real-time information on the status of their deliveries.

A mobile solution was needed that could be integrated into the existing central information system and be user-friendly enough to be quickly adopted and completely workable at all stages of the delivery process.

THE SOLUTION

After taking the decision to invest in the latest mobile technology to increase productivity and competitiveness, Halcourier had to find the most suitable solution for their company. After assessing a range of alternatives, and at the recommendation of Telefónica Móviles, Halcourier's communications service provider, the company chose a BlackBerry® solution as the best fit for their requirements.

"We chose this option for two reasons," explains José Orallo, Halcourier's Systems Director. "Firstly, we wanted a single device that would meet the different needs of the personnel that make up our network, from directors, managers and sales representatives to carriers and messengers. This meant we were looking for a model that was multi-functional, user-friendly, robust and had long-battery life. The BlackBerry® smartphone matched that profile exactly. Secondly, we needed a solution that fit our business and communication needs. Yet again, the BlackBerry solution met all our demands."

Before implementing the system fully, Halcourier carried out an initial test, sharing the results with the entire network in a presentation that showcased the advantages and benefits the technology had to offer. The BlackBerry solution received an enthusiastic welcome and passed its trial period.

BENEFITS

IMPROVED CUSTOMER SERVICE

HOURS SAVED WITH PRODUCTIVITY GAINS

COSTS SAVINGS

INTEGRATION WITH EXISTING INFRASTRUCTURE

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José Orallo,
Systems Director, Halcourier

THE BENEFITS

Since adopting the BlackBerry solution, Halcourier has deployed over 400 BlackBerry smartphones amongst its workforce. The latest BlackBerry smartphones are especially suited to the needs of Halcourier's truck drivers because their Bluetooth functionality permits them to be synchronised with the handsfree sets in their vehicles.

The benefits of the technology are indisputable. The figures speak for themselves: since Halcourier distributed the devices amongst its dispatch drivers the company has seen a savings in its communications costs of 25%. The savings are not the only benefit. The solution is compatible with its software application: Halsystem®. Information keyed into the BlackBerry smartphone by the courier, about the delivery status, is automatically uploaded and stored in the company's central database where it is immediately accessible to the courier, dispatch office and client alike.

This innovation has also resulted in huge resource productivity gains. BlackBerry saves Halcourier 100 hours per dispatch office per day. With 100 Halcourier offices already using the BlackBerry solution, this represents a total saving of 1000 hours per day. This allows Halcourier staff to focus on excellence in customer service, ensuring it stays ahead of the competition for quality of service.

There are also benefits to Halcourier's team of carriers and messengers. Halcourier's couriers very quickly found that not having to rely on mobile phones to communicate with their local offices was a huge benefit to them. Using BlackBerry smartphones instead of mobile phones has meant no more missed work calls, no more having to call in to the office, and, finally, they now have the certainty that the information they have about pick-up and delivery points is 100% up-to-date and reliable.

Guillermo Torralba, head of IT at Halcourier's Madrid office added, "If you ask our couriers they'll tell you they couldn't live without BlackBerry".

Torralba is already clear about Halcourier's immediate plans for the future. The company intends to extend their network by another 100 franchises and it has already decided that adopting the BlackBerry solution will be one of the conditions for opening a new franchise, a reflection of how beneficial the company has found the BlackBerry solution. Ultimately, Halcourier would like to see every one of its 1,700 couriers and drivers equipped with a BlackBerry smartphone.

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
HALCOURIER

