

# Case Study

## Metro Delivery

Metro Delivery uses Courier Complete and Fleet Complete to drive dispatch productivity and improve customer service

“Having closer contact and communication with the drivers on the road has been a win-win for everyone. It helps us be more competitive and responsive.”

— John Rabideau, Manager, Metro Delivery

### Background

From modest beginnings of two employees, two trucks and a deep passion for delivering quality and dependable service, Metro Delivery is a thriving courier service business. The Ann Arbor, Michigan-based company's roots go back to 1984.

Today, Metro Delivery features a comprehensive fleet of 47 delivery vehicles and support staff servicing the U.S. and Southern Ontario region. “Whatever you need, when you need it” is the slogan that drives Metro Delivery to success. And whether it's bio-hazardous materials, food, live animals or industrial prototypes, the company has maintained a reputation for fast, efficient service.

According to Metro Delivery's president and founder Sarah Talbot, the progressive company relies on technology to provide competitive and cost-effective overnight, same day and rush delivery services 365 days a year. This includes the use of specialized software technology for effective communication and optimum operational workflow between its dispatchers and drivers on the road.

### A Lesson in Service

With a majority of clients located in the downtown financial district, The Messengers International is a reliable choice for rush courier service, processing over 1600 deliveries a day for some 1400 customers. Frank D'Angelo, President, credits this to the current operations software they are using and the excellent dedication of all the staff.

We could all learn a thing or two from The Messengers International and their unparalleled dedication to service. A popular express service boasts an amazing average from the initial time the client places an order to the actual delivery time of 18 minutes within the downtown core of Toronto; however, should a client require something faster, they offer a service guaranteed to be less than 15 minutes!

### At a Glance

#### Company

Metro Delivery is a thriving courier service business based in Ann Arbor, Michigan.

#### Country

U.S. / Canada

#### Industry

Courier

#### Website

[www.metrodelivery.com](http://www.metrodelivery.com)

#### Challenge

- Metro Delivery wanted a better way to track and monitor its drivers to ensure productivity and enable dispatchers to more efficiently plan delivery routes.

#### Solution

- Courier Complete software
- Fleet Complete

#### Benefits

- Enhanced mapping and tracking capabilities
- Improved business workflows

#### Solution

Founded in 1984, Metro Delivery is a thriving courier service business based in Ann Arbor, Michigan. To accommodate the growing volume of business, Metro Delivery wanted to improve its technology environment. The company wanted a better way to track and monitor its drivers to ensure productivity and enable dispatchers to more efficiently plan delivery routes. Metro Delivery is using the Complete Innovations platform – Courier Complete and Fleet Complete – to benefit from GPS technology, 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-based information in real-time.

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## All communications had to be verbal, over telephone or two-way radio

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### The Challenge

To accommodate the growing volume of business, Metro Delivery wanted to improve its technology infrastructure. The previous infrastructure included legacy software applications for the company's communication dispatch, reporting and billing requirements. As customer calls and orders intensified in number and frequency, dispatchers were becoming overwhelmed with call volumes. The company also wanted a better way to track and monitor its drivers to ensure productivity and enable dispatchers to more efficiently plan delivery routes.

As Metro Delivery grew in size and stature, its outdated legacy solutions couldn't scale fast enough to match the fast-moving pace of the business.

"All communication had to be verbal, over telephone or two-way radio in the old system. Our dispatchers had to take the order, place it into the system and then the dispatcher would send it out via either two-way radio or cell phone," says John Rabideau, Manager, Metro Delivery.

With an eye on boosting growth and exceeding customer demands, Metro Delivery was looking to adopt a cost-effective IT solution that would help to streamline operations.

### The Solution

After conducting due diligence and carefully evaluating various industry software offerings, Metro Delivery turned to Complete Innovations, a leading global provider of mission critical operational solutions for mobile workforce and transportation-related companies. Today, Metro Delivery is using Courier Complete and Fleet Complete, two Web-based solutions that help streamline operations and boost staff productivity. Metro Delivery is also leveraging Complete Innovations' technology support and training expertise.

"We worked with Metro Delivery to implement the Complete Innovations platform, which they are now using to help

quickly automate the front office, back-end business and in-field courier processes. This includes online customer order entry, accounts receivable and real-time delivery tracking as well," says Stephen Nesbitt, Sales Director, Complete Innovations.

In particular, Courier Complete is a turnkey courier operations solution specifically designed for the courier, messenger, expediting and distribution industries. Metro Delivery is also using the GPS capabilities of Fleet Complete, a real-time fleet management and tracking solution, to track and manage its drivers more effectively. Based on wireless two-way data technology (BlackBerry, Windows Mobile or WAP), Metro Delivery dispatchers are able to wirelessly push detailed delivery order information directly to a driver's mobile device. From there, 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.

"Training on the Complete Innovation platform was fast and easy. Our mobile devices are also running the Java-based versions on the AT&T network, which has been working great for us from a connectivity and ease-of-use perspective," says Rabideau.

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## Training on the Complete Innovations platform was fast and easy

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### Benefits

Today, Metro Delivery is using the Complete Innovations platform – Courier Complete and Fleet Complete – to help reduce its annual operating costs. The company is benefiting from GPS-based technology, 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-based information in real-time.

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**With the Complete Innovations platform in place, we're able to quickly send out messages or voice communication to staff via mobile device. And having the ability to monitor our fleet in real-time has been a tremendous boost for business operations.**

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### Enhanced Mapping and Tracking Capabilities

Dispatchers for Metro Delivery are now taking advantage of Fleet Complete's GPS mapping feature to help track driver coordinates on the road at timed intervals throughout the day. The company now knows where drivers are at all times – which saves on overtime expenses by minimizing unnecessary stops while also preventing unauthorized use of vehicles and out-of-route activities with automated alerts.

"With the Complete Innovations platform in place, we're able to quickly send out messages or voice communication to staff via mobile device. And having the ability to monitor our fleet in real-time has been a tremendous boost for business operations," says Rabideau.

### Improved Business Workflows

Across the company, staff are using the Courier Complete solution directly to operate and manage their departments. The new Web-based system helps to ensure more accurate invoices that can be generated quickly – helping to streamline the billing cycle. With the dispatch and tracking application solution in place, dispatches can now send out new orders via text message. From the back office to the front office, the company has now improved flexibility and functionality to service its customer base more efficiently – without increasing staff and operating cost.

"Having closer contact and communication with the drivers on the road has been a win-win for everyone. It helps us be even more competitive and responsive," says Rabideau.

### 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.