

Datatrak Dispatches Solution to Corporate Couriers

Telephone orders are down at Corporate Couriers, a same-day courier company in Fort Worth, Texas, and company president **Kirk Godby** couldn't be happier. Since installing the complete suite of Datatrak courier software solutions that include eTrac, Wireless eTrac, and the **Datatrak** hosted Courier Order Processing System (COPS), the courier's customers now place and track their orders online while drivers send and receive delivery information in real-time. By streamlining their entire operation with Datatrak solutions, Corporate Couriers has significantly increased revenues while improving customer service.

Founded in 1993 and headquartered in Fort Worth, Corporate Couriers (www.corporatecouriers.com) is a full service courier company providing door-to-door, same day services in the sprawling Fort Worth-Dallas area. When Kirk Godby, president, and **Ken Thompson**, CEO, started the company they had one client and a couple of drivers. Today, 50 drivers deliver over 400 packages daily to some of the largest legal, mortgage, advertising/public relations, and real estate firms in the region. As a direct result of Datatrak's courier solutions, Corporate Couriers is the only Metroplex area courier company to serve both the Fort Worth and Dallas courier markets equally.



The Phones Were Ringing Off the Wall

When Corporate Couriers initiated service, dispatchers would often have to handle as many as four telephone calls to complete a single delivery. Clients phoned to arrange for package pick-up and delivery and in turn company dispatchers and drivers communicated pick-up instructions and delivery status back and forth via cell phones. If a customer wanted to check delivery status it often meant that dispatchers had to respond to yet another phone call. The lack of an electronic order processing system also made it difficult to ensure prompt and accurate payment for services rendered.

As the courier company's reputation for responsive, cost-effective deliveries grew, so did the volume of phone calls. Corporate Couriers knew that hiring more and more personnel to handle the volume was not a viable long-term solution for the expanding company. "It was just mayhem. Our vision to expand the company was hampered by the phones ringing off the walls. We needed to automate our operations," Godby explained.

Now, No Bells Just Whistles

In the winter of 1995, Corporate Couriers began to research various technology solutions that would offer a more effective approach to managing same-day delivery services. After talking with end users and evaluating competing solutions Corporate Couriers selected Datatrak Corporation's Courier Order Processing System (COPS). In the summer of 2000, Corporate Couriers implemented eTrac, an independent information exchange

network for pick-up and delivery companies that provides electronic order entry and tracking capabilities over the Internet. Building on its successes, the company subsequently implemented wireless eTrac, and in July 2003, transitioned to a Datatrak hosted COPS application.

Datatrak Corporation (www.dtrac.com) is the leading software developer and wireless communications solutions provider for the time-sensitive delivery industry. Founded in 1977 and headquartered in Atlanta, Georgia, the company provides solutions to courier/messenger companies, expedited freight trucking companies and global airfreight forwarders. Datatrak's COPS solution is the most widely used software application in North America for the courier industry.

Since installing COPS and eTrac, the majority of Corporate Couriers customers now place their orders electronically on the courier company's Web site, enabling dispatchers to receive critical delivery and pick up instructions in real time. Instead of having to call for delivery status, customers now have up-to-the-minute information at their fingertips with the click of a mouse. Dispatchers are now able to provide a proactive focus on customer service instead of responding to orders and making phone calls.

But Corporate Couriers didn't stop there. The company also turned to Datatrak to modernize its back office dispatch services with Wireless eTrac, a mobile data communications service that puts real-time information exchange in the hands of dispatchers and drivers. With Wireless eTrac, dispatchers no longer rely on the telephone for routine communication and status updates and drivers have real-time order and delivery information close at hand with Web-based PDAs. "Installing the Datatrak courier solutions totally changed the way we do business. It's so much easier than it was before," Godby said.

Smart Growth

Corporate Couriers was able to resolve business challenges that were stifling the company's plans for growth. By implementing the full suite of Datatrak courier solutions, COPS, eTrac and Wireless eTrac, Corporate Couriers added the flexibility and functionality necessary to move their business forward without adding staff. As a result, the company has experienced a phenomenal increase in revenue. The executive management team is now able to focus on moving into other markets while confident that they are providing outstanding customer service to clients already on board. "Installing eTrac, Wireless eTrac and COPS was the best decision we've made in the ten years that we have been in business. It has given us the flexibility to grow the business by leaps and bounds," Godby said.

Silence is Golden

By utilizing eTrac, Wireless eTrac and COPS, Corporate Couriers is more cost effectively managing its entire operation and at the same time providing better customer service. Datatrak

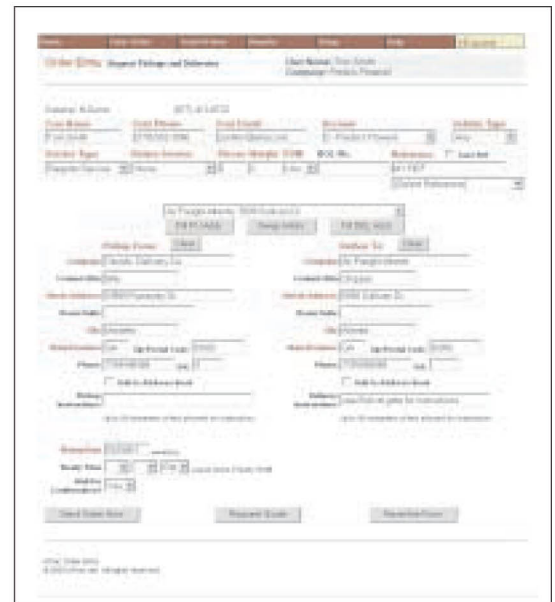
courier solutions have equipped the company to handle 128% more orders as result of efficient electronic methods. Even in the face of a challenging economic climate, the company estimates that streamlining customer order entry and reducing telephone use has enabled Corporate Couriers to realize an 86% increase in revenue since implementing Datatrac's solutions. In July 2003 alone, the company closed \$80,000 more sales than the same month the previous year. Furthermore, Corporate Couriers estimates they are saving \$125,000 yearly because of increased efficiencies that Datatrac brought to their operating environment. Godby credits Datatrac as the competitive edge that is enabling the company to win new business. "Datatrac has allowed us to compete more effectively and realize untapped

profits in a highly competitive region."

Now that the telephones are quieter and representatives are providing company-wide support, Corporate Couriers plans to concentrate on forging new customer relationships with freight forwarding companies that require airport delivery services. For Corporate Couriers, silence has proven to be a golden opportunity.

Datatrac Benefits

1. Enabled Corporate Couriers to generate more revenue.
2. Saved the company significant yearly costs.
3. Facilitated a change of focus from order entry to customer service.
4. Streamlined dispatch operations.
5. Allowed Corporate Couriers to move into new markets. **MCW**



eTrac's Order Entry screen



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