



## Jet Delivery Speeds Business Growth with eTrac

*“By leveraging Datatrak’s eTrac logistics network solutions, Jet Delivery was able to close new business, maximize logistics efficiency, improve the accuracy of billings, reduce administrative costs, and generate a compelling ROI all within the first 60 days.”*

Craig Johnson, Vice President and General Manager  
Jet Delivery Systems, Inc.

### Company Overview

Founded in 1977, Jet Delivery Systems, Inc. ([www.jetdeliverysystems.com](http://www.jetdeliverysystems.com)) has established itself as a trusted line haul trucking company specializing in the pickup and delivery of time-sensitive air cargo for airlines and air freight forwarders in the Seattle, Washington; Portland, Oregon; and San Francisco, California markets. Jet Delivery also provides express parcel service between Oregon intrastate points and local pickup and delivery services in the greater Tri-State area. In addition, Jet Delivery offers customized transportation services for customers wanting a controlled pickup and delivery service to match their inventory needs.



Jet Delivery Systems, Inc.  
Service Area Map

With a fleet of more than 60 power units and 50 trailers, Jet Delivery processes between 500-600 shipments a day.

### Business Challenges

After gaining a solid footing in their West Coast service area, Jet Delivery began looking to expand its business by offering more services to a wider customer base. As a small to medium-sized expedited delivery company, Jet Delivery quickly found that it was constrained by time-consuming manual processes that severely hampered its growth prospects. The company’s challenges extended throughout the enterprise. Three of the more chronic problems included:

- **Paper-based order entry** – This slow, error-prone process tied the hands of Jet Delivery’s customer service personnel and limited their ability to complete other job functions. The more orders that were processed by hand, the longer it took to file the appropriate paperwork to initiate and complete the requested job.

- **Manual invoicing** – Without an automated solution in place, Jet Delivery had to process all invoices manually. This led to an increased workload for Jet Delivery personnel who were already busy taking orders by hand, and resulted in high error rates. Accounts Receivables were also delayed as it took longer for the company to complete and bill for services rendered.
- **Busy signals / Calls on hold** – As Jet Delivery began to grow, the company learned that customers were finding it harder and harder to get through to place their orders over the phone or had to wait on hold for long periods of time before a customer representative was available. This created the impression of poor customer service and jeopardized the strides Jet Delivery was making in terms of growing and servicing its customer base. Additional phone lines were added but the problem persisted.

The company's first response to managing these challenges was to hire more staff, but that proved ineffective as the administrative costs associated with the additional personnel began eating into company profits. The company quickly realized that in order to work smarter and quicker, and provide better service provisioning for its customers, they needed to rework their financial and operational infrastructure.

Commenting on the challenges his company was facing at the time, Jet Delivery Vice President and General Manager, Craig Johnson, said, "We knew that if we were going to compete more effectively, we needed to establish processes that would facilitate sustained business growth, and the way we were going to achieve this was through the wise deployment of technology, *not* the addition of back-office employees."

### **Enter eTrac**

Given the magnitude of these challenges, Jet Delivery understood that in order to grow the company they needed a proven, cost-effective technology solution to streamline their financial and back-office operations. More specifically, Jet Delivery needed to automate their invoicing, billing, and order entry functions.

After a less than successful relationship with a now defunct software provider, Jet Delivery turned to Atlanta-based Datatrac Corporation ([www.datatrac.com](http://www.datatrac.com)) for help. Datatrac came highly recommended for their industry-specific suite of products and services designed to enable shippers, freight forwarders, and delivery service companies to grow revenues by maximizing logistics efficiency. For more than 25 years, Datatrac has developed and deployed solutions that utilize leading technologies, including RFID, wireless, GPS, and Web services. Since its founding, more than 500 customers – including 8 of the top 10 expedited delivery companies – have benefited from Datatrac's demand to delivery to settlement solutions.

In addressing their technology needs, Jet Delivery implemented Datatrac's eTrac and wireless eTrac solutions. eTrac, a hosted Web-based network, was selected to enable Jet Delivery to track package location and movement in real-time as well as automate delivery documentation and invoicing. The addition of wireless eTrac created increased operating efficiencies as Jet Delivery's dispatchers and drivers gained the ability to communicate in real-time via Nextel

wireless phones. eTrac also provided Jet Delivery with the ability to offer its customers online order entry capabilities to reduce phone traffic and improve order accuracy.

An added benefit of eTrac was its ability to generate data for Jet Delivery's reporting requirements. With the added data, Jet Delivery was able to track sales, revenue collection, productivity of drivers, and daily activity. This provided the additional business intelligence needed to make critical business decisions.

The screenshot displays the 'eTrac Order Entry' interface. At the top, there are navigation tabs: Home, Enter Order, Track Orders, Reports, eTrac, Help, and eTrac User. Below this, the user is logged in as 'User: Fred's Flowers' and the company is 'Fred's Flowers'. The main form is titled 'Request Package and Delivery' and includes several sections: 'Data: N Demo' with fields for 'Your Phone' (877) 413-8722 and 'Your Email' (fred@datatrac.com); 'Your Name' (578) 333-3888; 'Service Type' (Regular Service) and 'Package' (None); 'Pieces' (1000) and 'Weight' (Lbs); 'Reference' (JNY DEF); and 'Vehicle Type' (Any). There are two address sections: 'Pickup From' and 'Deliver To', each with fields for 'Company', 'Contact Name', 'Street Address', 'Room Code', 'City', 'State/Province', and 'Zip Postal Code'. There are also 'Phone' and 'Fax' fields for both. At the bottom, there are buttons for 'Send Order Now', 'Request Quote', and 'Request Pdf Form'. A footer note says '©2005 eTrac, All rights reserved.'

Sample eTrac Order Entry Screen

The adoption of eTrac was a turning point within Jet Delivery. “We were very bullish on Datatrac and their ability to help us implement progressive practices, programs and systems throughout our business, and they did not disappoint,” Johnson said. “eTrac played an instrumental role in streamlining our operations, providing untapped opportunities for growth, and enabling us to offer our customers a higher level of customer service.”

## **Implementation**

Working in tandem with Jet Delivery to meet their internal data and functionality requirements, Datatrac provided the support and on-site weekend training necessary to complete implementation in less than two months.

## **Real-World Results**

Due to the forward-thinking nature of the company, Jet Delivery has been able to leverage eTrac to realize significant improvements to the company's operational processes and financial management. Since implementing eTrac, Jet Delivery has been able to:

- **Reduce Office Staff by 60%**
- **Increase Billing and Invoice Accuracy by 25%**
- **Improve the Productivity and Efficiency of Customer Service**
- **Add Online Order Entry Capabilities**
- **Close New Business**
- **Generate a ROI in 60 days**

“The direct correlation between eTrac and our ability to improve market positioning is unmistakable,” Johnson concluded.

## **Summary**

Jet Delivery resolved the challenges posed by its manual order entry and financial business processes by implementing an industry-specific, automated solution that streamlined operations and provided additional reporting tools for key decision makers. With eTrac, Jet Delivery gained the added flexibility and functionality necessary to service customers more quickly and efficiently as well as generate enhanced, up-to-date business data and financial reporting. As a result, eTrac has enabled Jet Delivery's executive management team to concentrate on speeding company growth, while reducing the resources needed to maintain day-to-day operations.