

ShipTrack Enables Canpar Courier to Reduce Overhead Costs and Launch New Retail Partnership Program

Parcel Delivery Specialist with Large Distribution

Founded in 1976, Canpar's expertise as a parcel delivery specialist comes down to people. With over sixty terminals coast to coast, the 1,700 members of the Canpar Courier team serves over 20,000 customers.

Typical of most transportation firms, Canpar often uses delivery driver subcontractors to extend its reach, build extra capacity and respond to fluctuations in demand. Canpar's subcontractors drivers were equipped with company issued rugged mobile devices to process pickups and deliveries. The devices use software applications that are custom-developed for Canpar and run on IT infrastructure that is maintained by Canpar's IT department.

ShipTrack was then deployed to 50 subcontractors whom are using their own smartphones. After confirming that the functionality of ShipTrack was sufficient for corporation's requirements, Canpar was able to decommission 50 rugged devices. The firm estimates that the total cost of ownership including maintenance and support costs for the 50 devices is in excess of \$156,000. Going forward the savings will increase as the program is expanded.

Improve Customer Service and Reduce Costs

Canpar saw an opportunity to dramatically improve customer satisfaction by partnering with local retailers to use their premises as temporary parcel holding areas for shipments that were undeliverable because recipients were away when the drivers arrived. This arrangement is a win-win-win for customers, retailers and Canpar Courier:

- Customers save time and money by collecting their parcels at nearby retailers
- Retailers benefit from increase store traffic
- Canpar enjoys reduced fuel expenses and improved customer satisfaction levels

ShipTrack Field Trial Implemented with Success

The firm embarked on a field trial to test two aspects of ShipTrack's fit as a solution:

1. Ensure functionality of ShipTrack met Canpar's requirements
2. ShipTrack provides the ability to enable retailers to track and release packages onsite

The field trial went from pilot to full deployment. To date, Canpar has on-boarded 60 retail partner locations using ShipTrack to accept packages from courier drivers and then use the signature capture feature to document customer signatures when they collect their packages.

"We use ShipTrack for agents to use on their own smartphones. It's giving us the information we need in the same manner as our drivers."

Ron Pogson - Sr. Director IT, Canpar Transport



Highlights

- Reduce Cost
- Increase Productivity
- Faster Delivery
- Improve Customer Satisfaction

About ShipTrack

ShipTrack is the leading logistics management platform that provides simple, paperless proof of delivery. Transportation carriers use ShipTrack to accelerate business growth, retailers are better able to serve their customers and online shoppers can conveniently track and manage deliveries. ShipTrack's mobile app for drivers simplifies load management and improves communications.

