

Klicka Courier Accelerates away with O₂

In a world where instant communication and electronic delivery of information is the norm, Klicka Courier*, established in 2003, responds to the increasing demand for same day delivery services. The online courier company employs over 1,500 vehicles to deliver goods across the UK as quickly and efficiently as possible.

Putting customer service on hold

Arranging same day deliveries is time-intensive, requiring significant employee and financial resources. As with most courier services, teams of telephonists, controllers, administrators, and line managers work with the drivers through a complicated workflow process in order for Klicka to get packages to their destinations on time.

Klicka found that there was an increasing need to streamline the process from order to delivery, reducing the number of calls required to successfully deliver a package. Historically, telephonists would receive calls from customers chasing their consignment and then transfer the call to the controller. The controller would then contact the courier, who reported their location and estimated arrival time.

All of this information was then relayed back to the telephonist through the reversed work flow, who then then returned the customer call.

Klicka Couriers desperately needed to reduce the manual process of delivery confirmation in order to improve driver efficiency, enhance customer satisfaction and as a result, increase overall profit.

Administration on the move

Working with the O₂ Accelerator Programme, Klicka was able to develop a niche business application to meet their specific needs.

The O₂ Accelerator programme is a UK group wide initiative integrating all O₂ business channels allowing them to effectively partner with appropriate companies to develop bespoke application solutions. Principally, the programme offers a low touch, low cost route to market and a controlled sales channel for products that meet the customers needs and allows them to improve their business efficiency.

Primary business

Same-day service courier company

Vertical market

Travel, Transport and Distribution

Business need

A more efficient customer service and streamlined workflow

The solution

O₂ Accelerator Programme created a niche business application linked into O₂ Xda II devices for courier drivers and the back office system for controllers

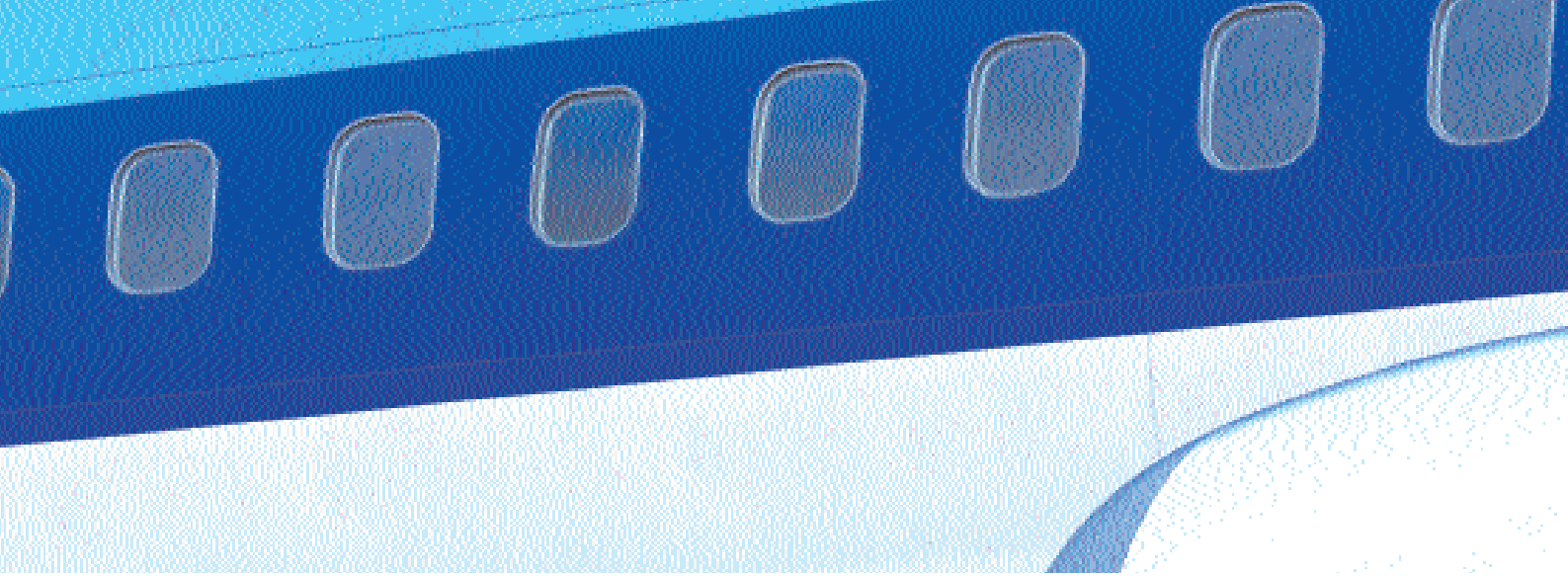
Business benefits

Reduced costs
Enhanced customer satisfaction
Increased staff productivity

'Because no-one else operates with this system, we have something that is exclusive in the market. Customers obviously find this very appealing and as they become aware of our service, they invariably sign us up.'

Paul Grice, Managing Director, Klicka Courier





With Klicka, O2 and T@lecom were able to create a mobile business solution based on T@lecom's Wireless Delivered application. Wireless Delivered is an affordable real time job despatch, control and signature capture system which instantly delivers information to any back office system. It gives companies visibility of driver/engineer status and location. The vehicle tracking and satellite navigation system means that Klicka controllers have full visibility of the status of each job and can update customers according. As such, their role has been modified so that they are more pro-active rather than reactive.

The despatch and control system means that drivers pick up jobs instantly on the O2 Xda® II devices which then issue the fastest route to the destination address. The system guides the driver to the delivery address with full voice functionality and a three-dimensional map.

Upon parcel collection, the driver updates the status of the job on their Xda II device which passes the information automatically back to the server, where the details are updated instantly for the controller to see.

Klicka Couriers now operate more than 100 O2 Xda II handheld devices running Microsoft® Windows Mobile™. By the end of 2005, over 1,000 drivers will be using them.

A simple way to get from A-Z

More efficient workflow processes are enhancing customer satisfaction, allowing for the completion of more jobs on a daily basis and generating more revenue for the business.

The O2 Xda II guides drivers through the entire process automatically from despatch to delivery, making them more efficient and able to take on additional jobs each day. This has improved operational efficiency for Klicka and makes more efficient use of their vehicle resources. Now the same amount of business is achieved with 1000 vehicles instead of 1500. This has enabled Klicka to cut costs and double the profits of their business.

Office staff can be more productive as 90 to 95 per cent of all same-day courier jobs are now automatic through an online booking system that is linked to the Klicka back office system. Customers receive a 12% discount for using this system and are able to instantly track their delivery through the controllers who know immediately whether the package has arrived or when it will be delivered.

By partnering with the O2 Accelerator programme, Klicka has been able to use the technology before it's reached the mass market and therefore has been able to offer a unique proposition to existing and potential customers. The pioneering use of this mobile technology has meant that Klicka Couriers have been able to win a new large Royal Mail contract.

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* Klicka Courier is the trading name for The Business Services Group.com Ltd



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