

MYFREIGHT HELPS POSTE-HASTE WIN BIG CUSTOMERS

Poste-Haste Freight Management Systems is one of the largest and most respected freight managers in Australia. Its clients ship widely differing goods and consignment types from hundreds of different locations throughout Australia.

Not content to rest on its laurels, in 2008 Poste-Haste decided to look at additional ways to increase customer service levels and lower their own operating costs.

"We wanted to have central visibility and control of all client and carrier activities, plus the ability to summarise and control costs and delivery performance on an 'as required' basis," said Mr Hughes.

"We had set a 'mission Impossible'. We wanted a system to handle thousands of customer shipments simultaneously from hundreds of customers ranging in complexity from owner operators to large multinational corporations, all using multiple configurations of carriers, couriers and warehouses across the country. It had to handle tens of thousands of freight processes a day allowing instant, secure interaction with us, our customers, and each of their freight consignments with multiple carriers. And we wanted that solution to be our own.

"We were initially attracted to Moveitnet because not only did it meet all of our functional requirements, it is a cloud computing solution hosted over the internet so that all authorised users anywhere can get instant access. All updates, maintenance and support are also centralised.

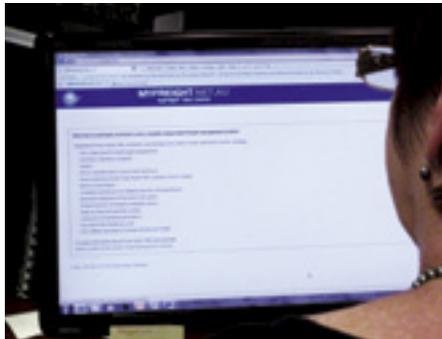
"Being a stable and well-proven system, it could be rapidly deployed because it was already designed to interface with our existing customers systems without the need for new hardware or software.

"All this meant that our customers could automate and control their freight processes by simply connecting to an online Poste-Haste site powered by Moveitnet," said Mr Hughes.

The MyFreight system

To build a totally new Poste-Haste system, the company had to upgrade its in-house system and interface it with an internet system that could provide its customers with an automated despatch process and connect Poste-Haste with all of its clients and all of their carriers.

"Moveit gave us upgrade paths and a program for ongoing systems improvement that would conform to Poste-Haste's back office



software changes and include an interface to Poste-Haste's website.

"We finally had a whole new business solution that we could offer to the market as a unique 'one-stop shop' freight management system" said Mr Hughes.

Poste-Haste decided to market its new business solution as 'MyFreight'.

"Moveit thoroughly trained our in-house customer service staff and helped set up the first Poste-Haste users of the new 'MyFreight' system. In no time at all we were adding customers on our own. Simplicity and speed of implementation far exceeded our expectations and our customers were delighted," said Mr Hughes.

The internet-based system gave Poste-Haste automation of despatch, delivery and customer service processes and enabled its customers to access critical logistics information on demand. Its customers can view accurate DIFOT or different shipping scenarios in a matter of seconds. MyFreight gives customers real-time control of all their day to day freight and accurate reports are generated at the press of a button.

Rapid system-driven growth

Because of rapid customer take up, Poste-Haste has reduced its administration and management costs and in some cases has been able to negotiate better freight deals with carriers.

All of this has led to enquiries from new customers and an increase in market share, all without compromising its consistently high levels of customer service.

"We found that as soon as we launched MyFreight the market showed phenomenal interest," said Mr Hughes. Poste-Haste saw an immediate uptake across all levels of business in its database and an increase of enquiries from new customers.

"Having MyFreight has opened doors with new prospective clients. We knew of a major Australian industrial supplier who runs a huge

freight operation from over one hundred and thirty sites. We had been unsuccessfully trying to bring them on board for three or four years.

"When MyFreight was up and running, we emailed them a link to our MyFreight site - within half an hour they rang back to arrange an appointment. They are now a major new Poste-Haste customer," said Mr Hughes.

New levels of customer service

MyFreight customers now have most of their freight management answers at their finger tips without having to call Poste-Haste and have them follow up with carriers. Customer service calls fell by around 70% in the first year.

"Customer service calls fell by 2,000 in the first quarter 2009 to only 614 calls in the first quarter 2010," said Mr Hughes.

Customers are also using the system in surprising ways:

- Training sales reps to run daily DIFOT reports, so when they visit their customers they can verify deliveries.
- Allowing customers to log on and check the progress on all their incoming consignments.
- Raise a return consignment note: email the details off to their customer who prints the label and despatches the goods. They now have total control of the costs and processes of all return freight.

"One of our customers has one hundred and eighty third-party warehouses around Australia and they are all despatching on MyFreight. They're loving it. It gives them full control of costs and visibility of all freight despatched on their behalf by their suppliers," he said.

Having a web-based system has also created a huge shift in how Poste-Haste runs its business. It has enabled them to move from being reactive to being proactive with their customers, something brokers and consultants can't match.

"The principles of our business haven't changed," said Mr Hughes. "The difference is now with Moveitnet we can do it better and ten times faster. This year our business has shown strong double digit growth and will continue to do so. Customers love the ease of access and control they have of their freight, carriers appreciate the reduction in time consuming inquiries, and we can manage the interests of our customers proactively. It's a recipe for success for everyone."

For more information call 1300 884 294 or visit www.moveit.com.au. mhd