

UPS Keeps Deliveries Flowing and Customers Satisfied

Varolii's Automated Outreach Solution Boosts First Delivery Success Rate, Customer Satisfaction while Reducing Costs



UPS, the largest package delivery company in the world, offers a broad range of shipping options, including the ability to request a signature from package recipients. While the company commits to make up to three delivery (or pick-up) attempts, the fact is that it's in everybody's best interest that as many deliveries as possible be completed on the first attempt.

"First delivery success is important to the recipient because they want to get their package," notes Dan Fallon, Project Manager for UPS. "It's important to the shipper because sometimes the shipper isn't paid until delivery and shippers always want the fastest delivery possible. And, it's important to UPS because first delivery completion is a real service improvement for both customers in the transaction and is significantly less expensive and less resource intensive for UPS."

In Search of Improvements

In 2005, in search of better ways to attain a higher first delivery success rate, UPS turned to Varolii. They needed a solution that would complement their existing methods while integrating seamlessly with UPS' data platforms. And they wanted a partner who was as focused on measurement, service quality, and outcomes as they were.

Varolii developed an outreach solution for UPS that makes clear, personalized automated calls ("This is a call from UPS for Joe Smith"), primarily to residential UPS recipients with signature-required packages. These calls provide UPS customers with advance notice of shipment, giving them a better chance to pick up their package. And many do (sidebar).

While specific rates of improvement are considered confidential by UPS, Fallon states, "UPS is a demanding customer. We measure everything very closely, and look to get value, improvements and productive partnership from our vendors. Varolii's people and their systems have delivered on all counts for over two years now."

Delivering High Touch customer communications across the Enterprise

To improve the customer experience while driving greater efficiency in the organization, UPS implemented Varolii applications in order to meet several business objectives:

- **Deflect inbound order status inquiries through pre-emptive communications** ("We have received your item for service and will return it to you by June 3rd."), freeing agents for more productive outreach efforts.
- **Integrate globally with the organization's varied call center operations.** Rich integration across call centers helped this large organization manage resources more effectively, ensured faster response times to customer inquiries, and, through CTI-integration, gave agents the information they need about their customers – immediately.

CLIENT



CHALLENGES

- Reduce the flood of inbound calls inquiring about the status of package deliveries
- Attain a higher first delivery success rate
- Improve customer satisfaction and loyalty
- Find a technology solution to the above challenges that will integrate with UPS data platforms

SOLUTION

- Automated advance notice of shipment, saving multiple delivery attempts and ensuring customers are available to receive shipments

RESULTS

- UPS now reaches over one million customers per month with personalized communication
- Substantial improvement and success in first attempt deliveries, eliminating additional and costly delivery attempts and customer frustration
- Increase in customer satisfaction as customers value the proactive service

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– Dan Fallon, Project Manager
UPS

Over a Million Calls Each Month with High Customer Satisfaction

So far, in 2008, Varolii has been delivering well in excess of one million personalized communications a month to UPS recipients. Not only has first delivery rate to contacted recipients improved, but UPS customers provably value the service.

Fallon observes, “UPS is a company that is highly focused on customer satisfaction. We maintain a center that fields customer-service calls. Since we allow customers to opt-out of the Varolii phone call, we also measure the opt-out rate closely. To date, we have received virtually no negative response on our call lines about the Varolii calls, while our opt-out rate is extremely low.”

Partnerships and Success

Reaching the right customers is critical. UPS has deep experience in what kind of packages typically take more than one attempt. They have also determined that getting a “live answer” is far more effective than leaving an answering machine message. To this end, they work with Varolii to create the best strategies for reaching those customers. Fallon notes, “Varolii has helped us to optimize our calling strategy to get the highest possible live answer rate.”

Partnerships exist when a company doesn’t just provide goods and services – they take an active role in the success of their client. Varolii works to understand clients’ business needs, the problem domain, and even the specific terminology and requirements. About Varolii’s performance in this area, Fallon states, “Varolii was hungry to understand our business. They’ve even learned our terminology. We now speak the same language.”

ABOUT VAROLII

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

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Dan Fallon, Project Manager, UPS

Survey Demonstrates Customer Acceptance

To determine customer satisfaction levels and set the ground for further improvement, Varolii commissioned a research organization (Informa Research Services) to survey a random selection of customers receiving UPS advance-notice calls.

The survey notes that “The vast majority (95.3%) of all respondents felt that the message was clear and easy to understand as well as having the right amount of information.”

In addition, the survey revealed the percentage of individuals called who were “at home” for the first delivery attempt, as follows.

- Signature required – 72.7%
- Adult Signature require – 81.7%
- COD – 77.9%
- Return service pickup – 83.3%