

Case Study: Express Couriers Ltd

CourierPost increased sales win rates by 78% and reduced annual operating costs by over \$100,000.

Business need

CourierPost context

In the courier business, margins are tight and competition is tough. CourierPost needs to be on top of its game in all aspects of business, including sales, to remain the New Zealand market leader.

In CourierPost's sales process, prospective clients are introduced to the business through a discussion with one of 50 business managers nationally, usually followed up by the presentation of a formal sales proposal.

The sales proposal is an important selling tool for CourierPost. It outlines the comprehensive services CourierPost offers and provides detailed service and pricing information tailored to each specific client. Its aim is to persuade the client to sign on the dotted line.

The proposal package is structured to form a supply contract upon acceptance.

The opportunity was to improve the proposal process

CourierPost's proposals were created by individual business managers, or their staff, using a template that had been written over many times. Creating the proposals was a time-consuming and tedious task. To save time and effort, people would often 'cut' and 'paste' or edit previous proposals.

This proposal writing created real risks for CourierPost. Mistakes and poor presentation resulted in lost business opportunities, poor customer relations and a negative brand image. More serious for the company was the exposure of legal and commercial risks through unauthorised changes to pricing and terms and conditions.

CourierPost's National Sales Manager recognised the need to improve the proposal and supply contract process, and saw Ezidocs as the answer:

"In a large company it's difficult to control the accuracy and quality of proposals. Ezidocs is a solution that gives us totally client-oriented, professional documents that staff are proud to put their names to."

Alan Piper, National Sales Manager



The solution we implemented:

Automated documents The Ezidocs team put together a fully integrated, fully managed proposal documenting system that suited the requirements of CourierPost and its clients. The proposal system can now be accessed nationwide and is controlled centrally.

Measured benefits The benefits have been significant. CourierPost is now able to:

- produce proposal documents that consistently meet the high standards of professionalism expected of their position as market leader
- create client-centric proposal content – tailored to individual requirements every time
- track proposals and their value in the sales pipeline, real-time
- manage workflow with controlled pricing sign-off, nationwide
- ensure all proposal information, including terms and conditions, is 100% accurate
- increase productivity with less time required for manual word processing and administrative activities
- gather more comprehensive client intelligence for later analysis to better understand its market.

“It’s great we’ve got a system that makes us better at what we do. It’s easy to use and our customers love our proposals.”

Brian Wyatt, Business Manager

The outcomes for CourierPost:

- Increased sales win rate 78%
- Increased productivity - cutting administration costs by over \$100,000/yr
- Reduced training costs
- Improved product knowledge of the sales team
- Gained positive customer feedback including acknowledgement that document quality influenced their buying decision
- Gained strong control of risk factors such as pricing and commercial terms and conditions
- Captured accurate data for customer analysis, operations and accounts integration.

“The results speak for themselves and justify our confidence in Ezidocs as a preferred sales tool for the future.”

Alan Piper, National Sales Manager

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