



PosLaju Gains Visibility of Delivery Information with MC3000R



Company Overview: PosLaju

PosLaju is the largest courier company in Malaysia, and is one of the strategic business units of Pos Malaysia Berhad. Established since 1986, PosLaju has a proven track record of more than 20 years providing door-to-door delivery services to customers. As the market leader in the courier business, PosLaju has shown steady yearly growth in volume and revenue.

PosLaju has an unrivalled network coverage in Malaysia, with 974 outlets comprising 692 Post offices, 159 Pos mini branches, 50 PosLaju centres and 71 authorised agents and two service centers.

For local delivery, customers can choose to send documents or parcels using PosLaju's Next Day Delivery, Same Day Delivery and Time Certain Service. For international deliveries, PosLaju offers Time Certain Service to Tokyo and Singapore, and international express deliveries to over 200 countries worldwide through EMS (Express Mail Service) and affiliated global courier companies. PosLaju also provides value-added services to complement its main express services such as pick up service, insurance package, packaging solutions and web-based tracking.

The Challenge: Improve customer service with detailed visibility of deliveries

PosLaju's focus on providing its customers with the highest level of quality and excellence service compels it to continually update its systems and services. The company realised it needed access to near real-time information on its courier deliveries, in order to provide its customers with a more efficient service.

PosLaju understood that this lack of visibility has affected customer satisfaction, and has also made it difficult for the management to make quick decisions. As a result, PosLaju sought to implement a track and trace system that would provide detailed visibility of the deliveries, across countries and modes of transport, in a single integrated track and trace view.

Customer Profile

Company
PosLaju

Industry
Courier

Featured Products
MC3000R

Benefits

- Greater operational efficiency and customer satisfaction
- Tracing and tracking



“We chose Motorola’s MC3000R because of the company’s innovative and rugged hardware, coupled with impressive references. It stood out due to the proven technology and the satisfied customer base.”

Nor Azizan Tarja
Chief Operating Officer
PosLaju

The Solution: Track and trace system lifts veil on real-time data

PosLaju embarked on the implementation in 2007 together with Motorola Premier Business Partner Grand-Flo Spritvest (then known as Spritvest), and they jointly developed the front-end application for the Motorola MC3000R mobile computer. After PosLaju had considered several brands and products, and conducted extensive testing, the Motorola MC3000R was chosen as it was the most rugged and well-tested device in the market. PosLaju then purchased 1,300 units of the MC3000R for use by the PosLaju couriers.

PosLaju wanted a track and trace solution that allows visibility once the packages are on the road and outside its offices. The company decided to use the batch model, where the synchronisation of data is done once a day when the couriers return to the office, and dock the MC3000R into the cradle. Several advanced data capture technologies were used – labels and bar code – to capture, move and manage key information to and from the different delivery points.

Once a package is received by PosLaju, its barcode label which is pre-printed on the consignment note is scanned. The package is scanned again just before delivery to the recipient. The use of barcode provides distinctive package identification as each has a unique number or identifier.

Combined with the application-specific software, PosLaju managed to harness enterprise mobility systems to offer a unique and secure way to track and trace its packages.

As testament to the quality of the track and trace system, Pos Malaysia Berhad won the MSC Malaysia Asia Pacific ICT 2009 Award, for the Best in e-Logistics Category for their development of the Pos Integrated Track and Trace Information System (PITTIS).

The Benefits: Greater operational efficiency and customer satisfaction

With the implementation of the track and trace system, PosLaju now enjoys greater operational efficiency, greater visibility and better customer satisfaction. The MC3000R has given the mobile PosLaju workforce all it needs to achieve high productivity — whether out in the field, at the Post Office or checking orders. With the MC3000R, PosLaju employees are now able to perform rapid scanning of packages, and keep track of deliveries accurately.

The MC3000Rs’ small form factor combined with a clear visual display, extended battery life and several triggers in various locations help reduce user fatigue and ultimately boost employee productivity. The rotating head configuration of the Motorola MC3000R hand-held mobile computer is small, lightweight and rugged, making it ideal to complement PosLaju’s track and trace application, which requires high-quality data capture and high-performance computing.

As such, scanning is made much easier, and is ideal for the company’s scan-intensive environments, maximising comfort for its workers throughout a shift.

The rugged design has been a winning factor, given its ability to withstand multiple 4-ft drops (1.2-m) to concrete across Operating Temperature Range, so they allow PosLaju employees to perform well during those scan-intensive days where there are high mail volumes.

The advantages of this solution stem from near real-time access to information. The solution includes a tracing and tracking system that allows PosLaju to plan the quickest routes to their delivery destinations. Customers can also track their deliveries online, and know where their goods for delivery are located, thereby improving customer service.

“Introducing the Motorola MC3000R mobile computers with the track and trace system has given us a newfound visibility into the delivery of packages, both inside and especially outside of our offices. As a result, we can now fully track all deliveries to customers.”

Nor Azizan Tarja, Chief Operating Officer, PosLaju



Using the bar code system means limited space is taken up on the packages, and the bar codes are easily read using the MC3000R. It has proven to be a cost-effective system for PosLaju, and has provided the company with an effective way to quickly deploy supply chain track and trace.

Even the most rugged products require a maintenance plan and a support strategy. PosLaju appreciates the strong local partner support with the MC3000R backed up by Motorola's world-class unsurpassed, service and support – designed to increase productivity by expediting timely resolution of any issues that may occur with the device. The first level of support is provided by Grandflo-Spritvest.

PosLaju has also chosen to protect its Motorola mobile computers against accidental damage, normal wear and tear, and more with one of

the most complete service offerings available today – Motorola's Service from the Start with Comprehensive Coverage. The Bronze service plan offers repair service with a three-day in-house turnaround and a four-hour response time for escalated support calls, in essence offering maximum uptime and maximum investment protection, providing protection against the normal wear and tear, as well as repairs to displays, touch screens, plastics, keypads, exit windows, and other internal and external components damaged through accidental breakage.

Down the road, PosLaju is considering further investment in Motorola products for future enterprise mobility requirements, including scanners, mobile computer and RFID needs.



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