

## Case Study Worksheet

**Client:**Global Payments

**Topic:**SmartCourier™

### Situation

Our Client, one of the world's largest electronic transaction processing companies required support with their continuous improvement efforts targeting service levels provided to customers while reducing the cost to transport and install point of sale terminals. In this situation, time is literally money. Our client's customers are affected significantly by a limited ability to transact funds with their consumers. The ability to rapidly respond and correct a faulty point of sale device in the field is essential to our client's value proposition

### Challenges

The challenge our client put forward to our organization required innovation and an ability to put all historical business assumptions aside. The traditional business model used to execute our client's service requirements proved to be expensive and did not meet their customer's requirements for a timely replacement of a faulty point of sale terminal. Therefore, creative thinking to overcome this challenge was essential.

### Actions

To address our client's requirements, Apple Express developed a solution that leveraged our extensive transportation and distribution expertise. To address the response time challenge, Apple Express worked collaboratively with our client to design a new distribution network, strategically positioning inventory of our client's critical service parts throughout Canada.

In conjunction with this effort, Apple Express and our client leveraged our Smart Courier service to perform the installation, replacement and testing of our client's point of sale devices in the field, replacing and supplementing the traditional technician business model.

### Results

As a result of the collaborative business efforts between Apple Express and our client, our client realized to, while improving service outcomes. The business model implemented has reduced the transportation spend for our client by positioning critical service parts closer to their customers, reduced the cost of labour used to execute the installation of the device and reduced the time to correct a point of sale device that is not functioning in their customer's facility, not only reducing cost but improving their customer satisfaction levels.

KeyPerformance Actions and Statistics:

- Over 60 service centres providing 4 hour response to over 40,000 merchant locations
- National reach to 98.3% of customers clients
- Continual geographic expansion to support customers' growth initiatives, while reducing overall cost per order.
- 98.1% On-time to 4 hour SLA (over 12,000 transportation events per year)