

## delivering success

If your business depends on getting goods to your customers – be it a home delivery company, local retailer or restaurant – developing an efficient delivery system is essential.

Our mapping services can help your customers get what they expect and deserve – products that are delivered efficiently and on time.

Cutting costs and retain happy clients can be achieved by creating the most effective delivery service possible.

An effective, efficient service is vital to:

1. Protect and strengthen your brand image
2. Optimise distribution and delivery times
3. Minimise fuel and manpower costs

Customers prioritise efficiency, and failure to provide an optimum service could potentially lose you customers to local competitors.

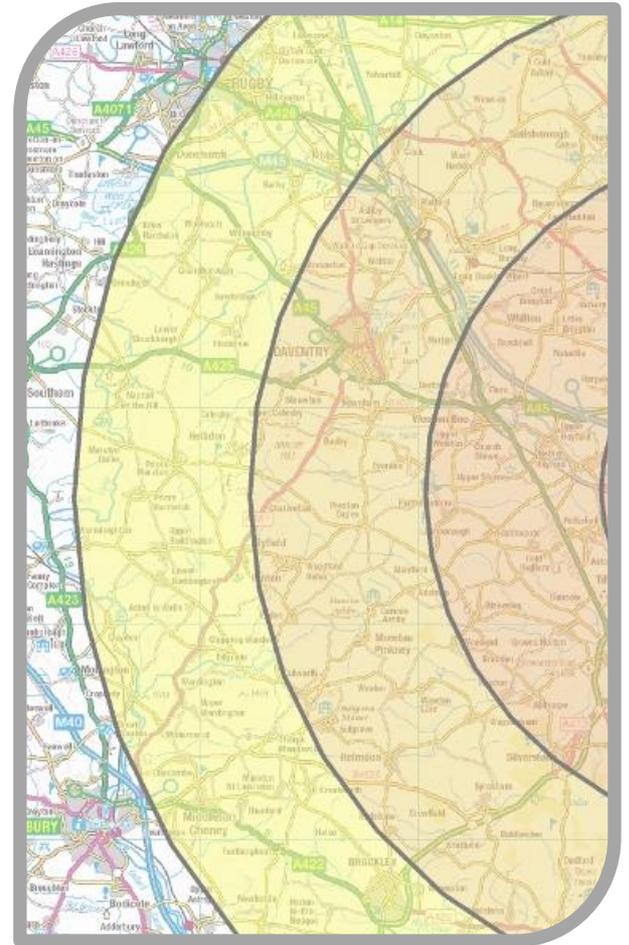


Fig 1: Distance bands help set appropriate delivery charges

## the power of postcodes

Analysing your distribution channels and optimising delivery times and costs is a complicated process.

This is why our Postcode maps and data are widely used to help visualise and simplify distribution networks and operations.

By establishing which Postcodes fall within certain distances or travel times of your store, you can offer your customers accurate and competitive delivery costs that keep you profitable and competitive at the same time.

Plotting your customer base can also help to identify where new distribution depots should be introduced, or existing ones relocated.

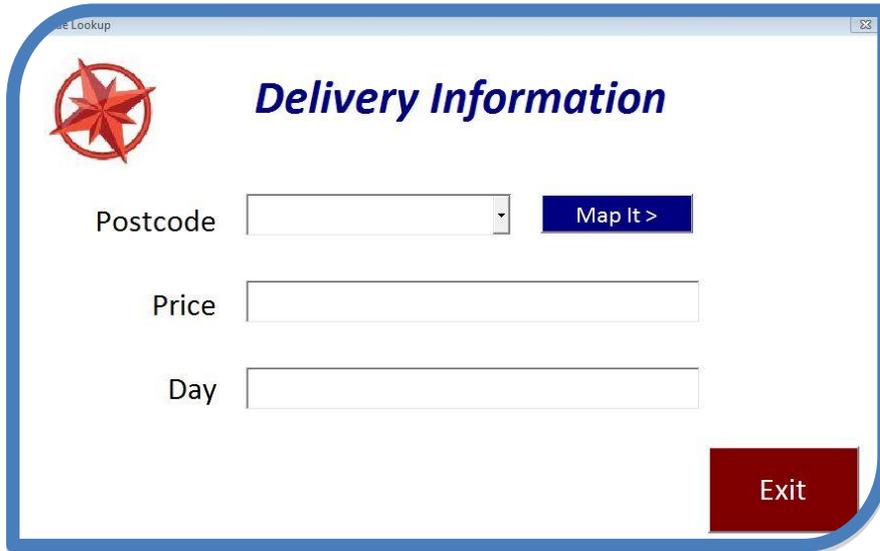


Fig 2: Simple tools to improve customer service

## optimising customer services

The goal of any Customer Service representative is to deal with customer enquiries quickly and accurately to reduce call times and maximise customer satisfaction.

Location databases and Postcode information can be combined to build simple spreadsheets designed to provide delivery cost information based on your customers' Postcode at the click of a button.

## postcode solutions

We can provide you with a wide range of solutions tailored to your business needs and budget. We offer everything from Postcode wall maps to help you physically plot your distribution areas through to data and excel application development.

Whatever your industry, size or budget, we can offer you the tools to help optimise your distribution network.

## how we can Help

All this information, presented in a way which is meaningful to your business, allows you to use our expertise so you can concentrate on growing your business and its standing in local communities.

Whatever information you need, we can build the data upon which you can build your business.

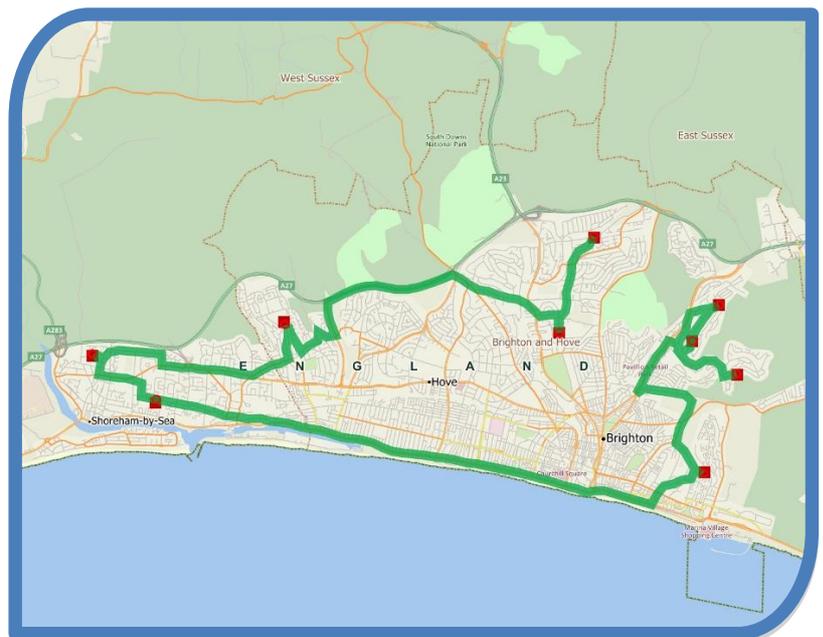


Fig 3: Sophisticated systems are available for complex routing requirements