

BUSINESS CASE

Business Case Framework



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The business value for an Intranet/Extranet portal can be viewed from multiple perspectives

- Reduce number of multiple invoices
- Capture Credit Card payments on line
- Enhance estimating tools optimize “No Excuse” Pricing
- Reduce late delivery and damage claims
- Eliminate the development and generation of multiple reports

- Communicate with Agents and Drivers
- Leverage existing staff resources to meet anticipated business growth
- Increase Capacity Utilization during peak loads season
- Increase Agent responsiveness through targeted alerts versus eMail notifications
- Support the process to close books and generate accurate Offset reports







- Share single infrastructure to provide web experience to employees, agents, drivers and customers
- Ability to create branded sites for National accounts using portal
- Mobile device support
- Portlet factory supports application integration (i.e., PeopleSoft, SAP)

- Increase volume of lead generation through on-line quotes
- Convert self moves through comparisons
- Increase National Account penetration
- Affinity groups generate additional coupon revenue
- Agent recruitment increases

- Ease of doing business helps maintain current agent affiliation
- Customer Satisfaction increases Military contract moves
- Quicker Response to Customers and agents through 24/7 access
- Agent Collaboration with Tonnage Broadcast Exchange (TBE)
- Trade show set-ups are enhanced through real-time mobile communications






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High levels of agent and customer satisfaction are the key to maintaining current revenue levels and brand value

<u>Business Objectives</u>	<u>Description & Sample Tactics</u>	<u>Portal Enablers</u>	<u>Sample KPI Impact</u>
Ease of doing business helps maintain current agent affiliation	<ul style="list-style-type: none"> ▪ Easy access to reports, forms and processes helps the agent serve their customers ▪ Fast access to the right support person helps address inquiries ▪ Reports are updated in a timely manner 	 <ul style="list-style-type: none"> ▪ Access to accurate web content avoids searching for information ▪ Access to SME profiles directs the agent to the right person for follow-up eliminating wait time / call backs 	<ul style="list-style-type: none"> ▪ On average 40 agents/year are up for renewal. Ease of doing business retains 1 agent / year
Customer Satisfaction increases Military contract moves	<ul style="list-style-type: none"> ▪ Military contracts are awarded based on DP3 qualitative metrics for customer satisfaction. ▪ Provide on-line tracking of shipments ▪ Provide mobile device internet access ▪ Provide online access to send salesman questions 	 <ul style="list-style-type: none"> ▪ Web content management ▪ Mobile device accelerator ▪ Alerts and notifications 	<ul style="list-style-type: none"> ▪ Enhanced DP3 quality ratings increase military market penetration by 5% per year
Quicker Response to Customers and agents through 24/7 access	<ul style="list-style-type: none"> ▪ Support of notifications and alerts through mobile devices avoids wait time during off hour events ▪ Support hours are increased to 24/7 from 7-7 5 days per week 	 <ul style="list-style-type: none"> ▪ Alerts & notifications sent to mobile devices when customer calls on issue ▪ Mobile Device Accelerator 	<ul style="list-style-type: none"> ▪ Increased responsiveness reduced delay claims and damage claims by 10%
Agent Collaboration with Tonnage Broadcast Exchange (TBE)	<ul style="list-style-type: none"> ▪ Show agents the TBE reports on-line to allow them to request loads for delivery ▪ Send alerts to mobile for TBE opportunities to regions closest to opportunity 	 <ul style="list-style-type: none"> ▪ Web Content Management ▪ Personalization ▪ Alerts ▪ Mobile Accelerator 	<ul style="list-style-type: none"> ▪ Increase Line Haul Revenues by 1% annually ▪ Increased Agent / driver satisfaction





BUSINESS CASE

Increased revenue generation can be driven through the internet to capitalize on technology innovation and customer expectations

<u>Business Objectives</u>	<u>Description & Sample Tactics</u>	<u>Portal Enablers</u>	<u>Sample KPI Impact</u>
Increase volume of lead generation through on-line quotes	<ul style="list-style-type: none"> On-line quoting tool is provided to customers 	 <ul style="list-style-type: none"> eForms Application Integration Web Content Management 	<ul style="list-style-type: none"> 20 additional leads/month are generated per state resulting in 1000 leads /month
Convert self moves through comparisons	<ul style="list-style-type: none"> Provide a comparison tool to evaluate quotes with self move options Provide moving FAQs Provide moving tips and hints 	 <ul style="list-style-type: none"> Web Content Management Application Integration to lead generation tool 	<ul style="list-style-type: none"> Average COD move generates \$3.8K in revenue Converts 100 self moves /month
Increase National Account penetration	<ul style="list-style-type: none"> Deliver after sales service functionality to National Accounts in a branded format After sales service offerings allows National Accounts to maximize the value of Lump Sum Move payments 	 <ul style="list-style-type: none"> Personalized Web Content Leverage Themes and skins for rapid website development 	<ul style="list-style-type: none"> Gain 1 national account /month A new national account generates 10 moves/year at \$6,800/move
Affinity groups generate additional coupon revenue	<ul style="list-style-type: none"> Affinity group offers are presented to After Sales Services and COD customers Clip coupon from each referred customer 	 <ul style="list-style-type: none"> Personalized information Web Content Management delivery Themes and skin branded sites 	<ul style="list-style-type: none"> Average coupon value = \$100 50 coupons earned per month
Agent recruitment increases	<ul style="list-style-type: none"> Increased revenue generation, lead development exposure to national accounts can be used to promote Agent sign on 	 <ul style="list-style-type: none"> Content management Lead management application integration 	<ul style="list-style-type: none"> 5-new Agents /year Each agent generates \$400K in revenue





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Cost savings will be realized through the intranet by reducing accounts receivable, avoiding rework and enhancing the quality of moving estimates

<u>Business Objectives</u>	<u>Description & Sample Tactics</u>	<u>Portal Enablers</u>	<u>Sample KPI Impact</u>
Reduce number of multiple invoices	<ul style="list-style-type: none"> On-line notifications and alerts enable Agents to get all cost on initial invoice 	 <ul style="list-style-type: none"> Web Content Management Alerts and Notifications Application integration 	<ul style="list-style-type: none"> Eliminate 10 resent invoices /day. \$20/ per invoice. = \$52k/ year
Capture Credit Card payments on line	<ul style="list-style-type: none"> On-line access to Intranet that is enabled to take Credit card payments Intranet can be accessed through mobile devices by delivery drivers Ability to pay on credit versus cash helps to convert self move customers Reduces accounts receivable 	 <ul style="list-style-type: none"> Application Integration Mobile Accelerator 	<ul style="list-style-type: none"> Capturing 25 Credit card payment/week at \$3.8K reduces accounts receivable by \$380K/month
Enhance estimating tools optimize “No Excuse” Pricing	<ul style="list-style-type: none"> On-line estimating tools provided direct to customer 	 <ul style="list-style-type: none"> eForms Application integration Web Content Management 	<ul style="list-style-type: none"> Salesman estimates can typically be 10-20% low Customer generated estimates typical are 6% high
Reduce late delivery and damage claims	<ul style="list-style-type: none"> On-line tracking of deliveries increase customer satisfaction Engaged customers are less likely to file claims or will settle for lower claim values 	 <ul style="list-style-type: none"> Mobile Accelerator Web Content Management Application integration 	<ul style="list-style-type: none"> 10 to 20% reduction in claim totals

BUSINESS CASE

Operational efficiencies will be impacted by the intranet through increased capacity utilization and leveraging existing staff to meet business growth

<u>Business Objectives</u>	<u>Description & Sample Tactics</u>	<u>Portal Enablers</u>	<u>Sample KPI Impact</u>
Communicate with Agents and Drivers	<ul style="list-style-type: none"> Drivers can communicate their status real time through website updates Delivery and pick up time delays can be communicated to Planning and Agents 	 <ul style="list-style-type: none"> Web Content Management Mobile Accelerator 	<ul style="list-style-type: none"> 10-25% reduction in delay claims
Leverage existing staff resources to meet anticipated business growth	<ul style="list-style-type: none"> Enhanced intranet tools and application integration allow Planners to execute more work. Planners can be crossed trained for different areas Just in time web training is available 	 <ul style="list-style-type: none"> Content management Application integration Enhanced navigation 	<ul style="list-style-type: none"> 10-20% increased capacity for planners
Increase Capacity Utilization during peak loads season	<ul style="list-style-type: none"> More accurate updating of registration and delivery information will increase the accuracy of planning and allow for increased load consolidation during peak times 	 <ul style="list-style-type: none"> Application integration Portlet-to-portlet interaction 	<ul style="list-style-type: none"> 5 -10% increase in capacity during peak months of Jun-Aug \$10 million in Revenue these months
Increase Agent responsiveness through targeted alerts versus eMail notifications	<ul style="list-style-type: none"> eMail communications to Agents are often lost or swamped by too many notifications Targeted alerts will increase agent responsiveness 	 <ul style="list-style-type: none"> Integrated web content management Context and customer specific information delivery Effective content taxonomy & navigation 	<ul style="list-style-type: none"> 10 – 25% increase in responsiveness to notifications and alerts

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Summary of Portal Strategic Benefits

Key Value Propositions

