

Purolator: Improving Customer Experience

Situation

Enterprise Operational Improvement

Brand: Purolator Courier identity refresh.

Impact: Purolator wanted to leverage an enterprise-wide operational improvement program to improve key customer touchpoints.

Timing: BrandActive coordinated document redesign with IT upgrades to produce maximum efficiency.

Services

Touchpoint Improvement

- Development of a customer facing document strategy
- Working as part of a larger communications team including the client's ad and design agencies, BrandActive brought the disciplines of plain language writing and information design to create seven customized invoice variations, a user's guide to the organization's new pricing and service model, an invoice guide to familiarize customers with the layout of their new invoice and a door knocker.

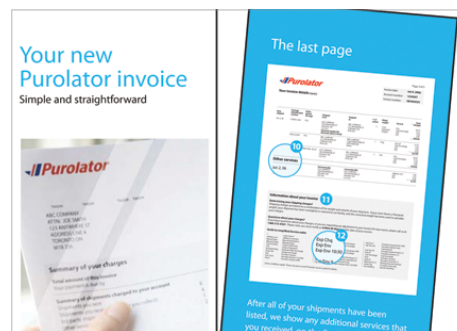
Solution

Industry-leading Business Relationship Documents

Smarter: The new documents were designed to accommodate future organizational requirements, including CRM messaging on the invoice.

Faster: "Purolator's documents are built to streamline communication and reduce processing and customer service volume."
-John Cooper, Vice President of Marketing, Purolator

Better: According to customer comments during the document testing sessions, Purolator's documents are "very organized, very efficient and professional looking." Other respondents offered that, "Purolator tries to make everything as user friendly as possible. They've added important information and it's easier to read and understand. The summary is perfect."



New Suite of Business Relationship Documents

The customer statement is just one component of Purolator's new suite of documents, which all work to make it easier for people to do business with Purolator while furthering the organization's commitment to addressing customer needs at every touchpoint.

Creating Understanding

BrandActive developed a communication insert explaining the new bill.

Touchpoint Improvement

The old invoice left customers confused with its jargon, layout and visual hierarchy.