

SUCCESS STORY

▶▶▶ INCREASING EFFICIENCY AND ACCURACY OF PHONE BOOK DELIVERY

PROBLEM

Executives at one of the world's leading distributors of telephone books needed accurate and efficient routes. Some people were not receiving telephone books, while others were getting duplicates. This route inefficiency was costing them time and money.

SOLUTION

Applied Data Consultants, Inc. (ADC) developed a customized routing program called Automated Delivery Zone Mapping and Routing (ADZMAR). Under ADZMAR, customer records are geo-coded to data separated by ZIP codes and run through a complex program to create delivery routes. Project sizes range from 1,100 records to over 4 million records.

Route maps with corresponding route reports, a series of master reports outlining data and statistics for the delivery project, and a wall map displaying the entire project area and the location of all the routes for the project are provided.

RESULTS

Over 100 million telephone books will be distributed this year to homes and businesses throughout the United States and Canada in an efficient, timely manner from the routes created by ADC.

“We have been working with ADC for over 7 years and have consistently been impressed with the professionalism and dedication to our projects. We frequently have last minute requests and process changes that are thrust upon them and they have always met them head on and helped us meet our deadlines... ADC has made a great contribution to the improvement of our process and I have enjoyed working with them every step of the way.”

Kurt Pletcher
Information Technology Manager
Directory Distributing Assoc.

