An ongoing objective of most third-party logistics (3PLs) companies is to reduce costs and increase operation efficiency and productivity. In today's challenging economic climate, it's become a necessity. Any small improvement that saves money can make a big difference. As a bonus, the same small tweaks that improve processes also tend to improve service and customer satisfaction.

While handling the logistics needs of such large companies as GE Appliances, Home Delivery America strives to operate on the foundation of excellence, value, service and innovation. Their promise of innovation includes TeleVox's HouseCalls technology to deliver automated delivery confirmation calls.

Mike Ridlen, Project Director for Home Delivery America, points out these key benefits of TeleVox technology:

**Flexibility and customization**
In New Jersey, where Home Delivery America is based, inclement weather situations are common. The ability for deliveries to be made is often uncertain the night before the schedule. With HouseCalls, Home Delivery America can utilize remote setup and emergency call features to deliver notifications to delivery customers the morning of the scheduled delivery. This prevents staff from having to go into the office during inclement weather to make calls, keeping them safe while still reaching out to customers in an uncertain situation.

"With TeleVox, you can customize your scripts to increase the range and effect of your calls," says Ridlen.

The ability to change scripts quickly and the incorporation of merge elements that allow them to brand the message is a “major positive”. They also take advantage of HouseCalls’ customized reporting to further enhance their messages and processes.

**Integration and compatibility**
TeleVox creates custom bridges to accommodate data imports from various client management and POS systems. The integration and compatibility with different routing systems makes the process of delivering automated notifications that much easier for Home Delivery America.

**Efficiency and increased productivity**
With automated confirmation calls, Ridlen says he is able to get his staff out of the call business, focusing them on taking care of customer deliveries and more productive tasks. They can also send out calls until 8:00 in the evening without having staff in the office past normal business hours. This allows them to maintain their touch rate while reducing labor. Their touch rate can vary based on time of day and the size of the customer base, but with a daily average call volume between 550 and 750, Home Delivery America has been able to consistently maintain an overall touch rate near 95%. They aren’t able to reach the other five percent simply because of bad phone numbers, typos and numbers that lead to switchboards.

With 3PLs, minimizing touches of a delivery product means less cost in fulfillment and shipping. It also means less risk in damaging the unit. However, “no-shows” or “not-homes” increase those touches and doubles the cost of the actual delivery.

“One in 10 coming back for re-delivery is not good,” says Ridlen. “That number needs to be under 5%, and would be even better under 3% or one in 16.”

TeleVox has allowed Home Delivery America to cut their not-home numbers in half.

Home Delivery America is so confident in the quality and type of service that TeleVox delivers that they make TeleVox’s automated confirmation calls a component of their package of delivery services to clients such as GE Appliances, Maytag and The Home Depot.