

# Penchant Software

## Using CT ADE to Power Shipment Notifications for its Supply Chain Software Solutions

### CHALLENGES

Penchant Software's *dispatchOffice*™ platform is an enterprise-oriented supply-chain platform used to manage the entire job flow from order entry through ultimate billing and accounts receivable. Penchant clients can improve ROI as existing staff can handle more jobs per day and offer better customer service through online order entry and tracking of job status, inventory, and signatures. With *dispatchOffice* customers can bring every piece of information related to their supply chain into a single centralized system and communicate with their customers on a real-time basis. The wireless *Deo*™ component extends the benefits of *dispatchOffice* directly to warehouse operators and drivers in the field through wireless communication with Windows Mobile stylus-based devices. These capabilities result in increased customer satisfaction, enhanced employee productivity, and decreased inventory cycle time. *dispatchOffice*, combined with *Deo*, offers a completely integrated, real-time

**“CT ADE enabled us to quickly develop an extremely robust, elegant solution with tremendous benefits for our clients.”**

DAVE COLLINS  
PRESIDENT  
PENCHANT SOFTWARE

solution that can be customized to meet a client's exact needs. Penchant Software saw an opportunity to enhance their offering with phone-based delivery notifications to help clients provide better service, confirm deliveries and eliminate the costs associated with manually contacting customers. Penchant Software sought a development tool to speed deployment and help them deliver on their promise to rapidly introduce new, cutting-edge features.



### CASE STUDY overview

INDUSTRY  
Software

CUSTOMER PROFILE  
Penchant Software is a leader in wireless-enabled software and enterprise-solutions for companies in logistics, transportation, and warehousing

GOALS  
Enhance customer offering with phone-based delivery notifications

Eliminate costs associated with manually contacting customers

Speed deployment and deliver their promise to rapidly introduce cutting-edge features

SOLUTIONS  
Use CT ADE to create an Interactive Telephone System module

BENEFITS  
Provide customers real-time delivery information

Outbound notification solution to call delivery recipients

Text-to-speech to speak delivery details and automatically handle recalling busy numbers



## THE BOTTOM LINE

**“It’s been instrumental in helping us reduce our related staffing costs by nearly 75 percent and improving our customer call success rate from 65 to 90 percent. It’s also proven to be extremely easy to use and customize, which is especially valuable for a business like ours.”**

JIM ZEUNICK  
Provider of Last Mile Delivery and  
Logistics Locations  
3PD

## SOLUTIONS

Speeding time to market was a key reason for selecting CT ADE, a rapid application development (RAD) toolkit designed to accelerate the development of voice and video communication solutions. It provided Penchant Software with high-level programming APIs and powerful building blocks for tightly integrating the new phone-based functions into their dispatchOffice software. This enabled Penchant developers to quickly create the solution’s application logic and control the telephony resources needed to place or answer calls and interpret the information users entered onto the telephone keypad. The solution was deployed with Dialogic® telephony cards on servers running Microsoft® Windows®.

## THE RESULTS

The new Penchant-developed outbound delivery pre-call module for dispatchOffice eliminates the cost and time burden associated with manually confirming customer delivery dates and locations. Giving customers instant access to order information also improves customer service and reduces the burden these calls previously placed on the client’s contact center.

“Our company is proud to be one of the first to use this new application,” said Jim Zeunik of 3PD, one of North America’s largest providers of last-mile delivery services. “We’re currently using it to make six thousand delivery notification phone calls per week for five different clients – with very positive results. We’re huge believers in the importance of technology as it pertains to last-mile efficiency and competitive advantage; dispatchOffice gives us yet another strong technological ‘plus’ to bring to the table.”

By using CT ADE, Penchant Software was able to deliver on their commitment to rapidly introduce important, new solutions for supply chain management. It ensures that Penchant Software remains the best choice for any organization looking to streamline their supply chain.

## ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



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