

# The Benefits of

## Online Scheduling to Docking and Shipping Companies

Docking and shipping companies rely on Appointment-Plus each and every day to improve the efficiency and profitability of their operations. They use the service to securely schedule their inbound and outbound shipping appointments (both self-scheduling where the carrier books his or her time online and internal scheduling in the more traditional manner), manage their upcoming docking times and carrier information, and send automated e-mail and text reminders to carriers regarding scheduled times. One example of how docking and shipping companies use Appointment-Plus to improve their business is detailed in the Case Study on page two.



Recent surveys conducted by Appointment-Plus show the real need businesses such as docking and shipping companies have for an alternative to their appointment-setting procedures:

- Before using Appointment-Plus, over 72 percent of small business owners and their receptionists manually took appointments by phone.
- Business owners chose to utilize an online appointment scheduling system for two main reasons: expand the ability of their clients to schedule appointments via the Internet (56.5 percent) and decrease the amount of time they and their staffs were spending on scheduling appointments (53.2 percent).
- Appointment-Plus helped business owners reduce their “no-show” rate by an average of almost 20 percent.
- Fifty-six percent of businesses saw their business increase since they began using Appointment-Plus.

To find out if Appointment-Plus is right for you and your business operations, please call us at 480-483-1199/800-988-0061 or visit us at [www.appointment-plus.com](http://www.appointment-plus.com) to set up a free trial today!



13951 N. Scottsdale Rd., Ste. 110, Scottsdale, AZ 85254  
480-483-1199/800-988-0061 [www.appointment-plus.com](http://www.appointment-plus.com)

# Case Study

## COMPANY PROFILE

Georgia-Pacific is one of the world's leading manufacturers and marketers of tissue, packaging, paper, pulp, and building products and related chemicals. Headquartered in Atlanta, the company employs more than 45,000 people at approximately 300 locations in North America, South America and Europe.

## THE PROBLEM

Prior to using Appointment-Plus, Georgia-Pacific scheduled its inbound truckload docking primarily by phone. This method required dock staff to manually receive phone calls from the carriers, then schedule and confirm the appropriate arrival times and docks. Given an average of 10 deliveries per dock location daily, this task proved to be time-consuming for both dock staff and drivers. In addition to being inefficient, carriers would sometimes miss their scheduled arrival times.

## ANALYSIS

Aimee Fanning, Georgia-Pacific Supply Chain Manager, determined that carrier self-scheduling software would be beneficial to Georgia-Pacific's shipping and docking operations. Allowing carriers to schedule their own delivery times online at their convenience would streamline the process and allow dock staff to better manage incoming shipments. Additionally, an automatic e-mail function would be useful in notifying carriers and staff of scheduled times. One important requirement was accessibility, as carriers on the road would need the ability to log into the system to schedule their times.

## SOLUTION

A Georgia-Pacific shipping manager learned about Appointment-Plus through an online search. After reviewing its capabilities and functionality, Ms. Fanning determined that Appointment-Plus could help the company better manage its inbound truckload scheduling operations and chose it for its scheduling needs.



## RESULTS

Georgia-Pacific manages its inbound truckload scheduling more easily and efficiently thanks to Appointment-Plus scheduling software, which provides the company "with everything it needs." Because it's Web-based, carriers now schedule their own delivery times online 24 hours a day, seven days a week. Automatic e-mail reminders generated from the software inform the carriers of their upcoming delivery times. ***The software not only makes scheduling convenient for the carriers, but also to the dock locations, which save an average of two hours and \$50 per day at each location. Used at approximately 40 dock locations, Appointment-Plus is saving Georgia-Pacific an average of 80 hours and \$2,000 daily.*** In addition to the self-scheduling capabilities, Appointment-Plus also provides dock staff and carriers with effective tracking capabilities. Both dock staff and carriers enjoy the software's functionality.

