



olive communications helps pdp to deliver the goods

“I have nothing but the highest praise for Olive. Since 2004, they have provided us with 24 hour support and technical assistance for our mobile and data devices as well as the most suitable tariffs for our needs. All of this has been hugely beneficial to our company.”

Paul Balkwell, Operations Director, PDP Couriers

The situation

PDP specialises in couriating pharmaceutical goods internationally. The company operates 365 days a year, 24 hours a day with 25 drivers transporting irreplaceable specimens, drugs, medical kits or equipment from door-to-door. This industry is very competitive and given that speed and security are of the essence, they need to make the best use of the latest technology to ensure the right drivers can accept jobs and to also guarantee that deliveries are made as quickly and cost effectively as possible.

The challenge

The company previously had a contract with Vodafone and all its drivers had Nokia 3510s. This solution was expensive and also did not allow information on deliveries to be delivered directly to the drivers via their mobiles.

The solution

An initial 18 month contract set up in 2004 with Olive has since been renewed twice, with the latest version involving the introduction of Nokia 2630s with GPRS on T-Mobile®. Olive Communications suggested that the company move to T-Mobile® on Nokia 2630s for the drivers because of the competitive voice costs. Customer service, managers and sales staff also now have new BlackBerry® curves and BlackBerry® Pearls to cut the time taken to respond to customers.

The benefits

Here are the benefits cited by Paul Balkwell, Operations Director at PDP Couriers:

Cost savings

“Olive’s ability to choose the most suitable tariffs for our business needs and to keep ahead of the game in terms of reviewing these has proved enormously beneficial to PDP Couriers. Olive also worked incredibly quickly, implementing the whole voice and data solution for all of our drivers within a month and giving us maximum benefit from the cost savings.”



Improved response rates

"Our drivers can now send data directly to our web server, instantly updating delivery times and the recipient's name. The use of BlackBerry® devices has dramatically improved our response rates to customers."

Excellent support

"Olive has been really proactive, offering amazing technical help and support, 24 hours a day all year round. Their service is truly exemplary and I wouldn't hesitate to recommend them to anyone who is reviewing their mobile requirements."

Future-proof

"We have worked with Olive for over 4 years now and have always found them to be one step ahead of the game in terms of voice and data knowledge. As we are a small company with limited resources this service is incredibly valuable for us."

**For more information please contact Olive Communications
on 0870 444 1083 or visit www.olive-comms.co.uk**