

Holiday Shipping Headaches Banned by Bartending Company! Point. Click. Update.

UPS Helps Flairco with Fast 24/7 Real-Time Tracking

A lot of industries and companies have their sweet spot time of the year – it's when profits and revenue soar. And it's no different in the hospitality field when many parties, special events and celebrations occur.

Of course, their 'sweet spot' is the holiday season when most bartending services are in high demand.

Headquartered in Oakville, Ontario, Flairco Inc. is the creator behind the Flairco Practice Bottle. This is the industry training tool-of-choice for bartenders not only here in America, but in over 100 countries. Flairco's distinct bottles are used in the popular style of bartending called "flairing."

Now, you might've seen flairing performed in the movie "Cocktail" with Tom Cruise. The bottles are flipped in choreographed moves before a drink is served.

And Flairco is the industry's one-stop-shop for accessorizing the art of flairing.

They market an extensive line of instructional DVDs, bar towels, shaker tins, pour spouts and all the Seasonal trimmings. Their targeted audience consists of distributors and customers from around the world.

"We get swamped during the holidays," says Mike McLean, Director of Sales and Marketing for Flairco. For the company to fire on all cylinders during the holiday rush – and to control shipping – Flairco tapped UPS to keep them in control of their supply chain

Slowing Down the Holiday Rush!

"We get hit with two significant spikes in demand during the holiday season," says, McLean. "The first is in November when distributors stock up on large orders in anticipations of their peak season. The second spike is in December when consumers place orders directly from our Web site – usually intended as holiday gifts."

Naturally, when the rush occurs and the frantic pace picks up --- distributors and consumers worry that orders may not arrive at the promised time.

Problem: Tracking multiple shipments one a time created stress and pressure on customer service staff.

Solution: Quantum View Manage lets users see the status of UPS shipments at a glance.

Results: Faster, more efficient and responsive customer service, leading to increased sales and customer loyalty.



“So they call and e-mail asking about the status of their shipments,” says McLean. Of course, Flairco knows their company’s growth depends upon outstanding customer service, which allows them to focus on providing swift answers to their customer’s needs!

In years past, those concerns multiplied when Flairco couldn’t provide fast answers to customer’s shipping inquiries.

Not only that, but because of Flairco’s unique product line they enjoy near Rock-Star status within the industry. And because of it, Flairco management and staff are always attending tradeshows and conferences worldwide.

Just last year they participated in 30 events -- which comes out to two a month. Add in the Holiday crunch and that number exponentially jumps during the holidays.

“Tracking multiple orders and managing the supply chain was almost impossible to do one shipment at a time by phone or e-mail,” says McLean, “Especially in some of the countries we were in where cell phone charges were very high.”

In a competitive industry, Flairco did NOT want to lose sight of the big picture: *delivering customer service, especially during peak Holiday Season*. Customers need to be kept in the loop and constantly reassured their orders will arrive on time for their Holiday parties or their gift-giving occasion.

“We need answers to shipment questions at our fingertips, says Mclean, “NO matter where in the world we happen to be.”

This is where UPS’s innovative **Quantum View Manage** (a Web-based application) comes to the rescue. Their proprietary software helps Flairco during stressful and very busy sales month of the year!

Any Time... anywhere. UPS gives total shipment information in real time!

Quantum View Manage lets a company see the progress of its inbound and outbound UPS shipments on-screen – *all without the hassle of having to input long tracking numbers*.

Where time is money and customer service is number one – companies like Flairco know the significance of UPS’s cost-saving benefits.

- **Fewer Complaints from customers** – staff can easily supervise shipments and then notify customers of changes in shipping schedule in advance and take appropriate action. Real-time, up-to-date shipment tracking information can be seen in seconds once a customer calls or e-mails Flairco.

To automate the preparation of its shipping and customs documents, Flairco also used the industry leading UPS Connect shipping software

E-mail alerts can be quickly programmed to set up to notify customers automatically of shipment status.

- **Increase savings for the company** --- and fewer frustrations for staff. Customer Service Reps do not have to spend time going on a search-and-rescue mission of finding and inputting tracking numbers. This feature gives the anxious customer the shipment time of arrival -- so phone wait time is dramatically decreased.
- Again, with Quantum View Manage shipment progress is right on-screen without the need for tracking numbers.
- **Accelerated Cash Flow** – customers are immediately billed once arrives.
- **Decreased supply chain costs** – inefficiencies, shipping, and other issues are quickly identified and resolved. T

“This has meant that time on the road is no long unproductive in terms of customer service, which was a huge issue for our company.”

The beauty of Quantum View Manage is that it’s not only very efficient ... but surprisingly user friendly.

Best of all from a staff’s standpoint – it can easily be tailored to meet each company’s requirements.

The on-screen views can also be customized to enhance the user’s productivity. Also, e-mail alerts can be quickly programmed to set up to notify customers automatically of shipment status. And lastly, shipment data can then be conveniently downloaded for use in reports, accounting and other applications.

UPS helps Flairco save time/money plus keep customers happy

“Quantum View Manage has been terrific for us,” says McLean. “Now, when a customer calls asking when his/her order is, all we have to is look at the computer screen and confidently say, ‘Your shipment will arrive on Thursday.’ It takes just seconds.” The change has not gone unnoticed by Flairco. In the past, they spent five hours per business trip handling customer service issues. Crunch the numbers: 30 trips a year, 150 hours were spent just in finding customer orders

Quantum View Manage has been welcomed with open arms by Flairco’s staff. They no longer have to worry about customer’s orders while they are in the field. “No matter where in the world we are, we can get the big picture of all our shipments at a glance, “ said McLean. “###