



SUCCESS STORY

How SCLogic Helped Leo Burnett USA Increase Productivity & Accountability with a Mobile Enterprise Package Tracking System



“With *SCLIntra™*, we’re paperless, we’ve enhanced accountability significantly, my team is more productive, and I’m certain we’ve reduced costs. In some nightmare scenario where this system disappeared, I would retire—it’s that important to what we accomplish every day.”

— Joyce Wilson, Traffic Manager, Leo Burnett USA

Company — Leo Burnett USA

If you are familiar with the Jolly Green Giant and the Pillsbury Doughboy, you know some of the iconic advertising imagery that made Leo Burnett famous around the world. The advertising agency that Burnett founded in Chicago in 1935 is now part of a global network of over 200 operating units including 94 full-service advertising/marketing agencies in 83 countries. Leo Burnett USA is a wholly owned subsidiary of the world’s fourth largest communications company, Publicis Groupe.

Challenge: Increasing efficiency & productivity with continually rising volume

Each day, couriers including FedEx®, DHL®, and UPS® deliver 700-900 packages to the Leo Burnett USA receiving dock. Publicis employees receive vital information and materials from clients, colleagues, and vendors on a daily basis, and the question “where’s my package?” has an urgent intensity.

All of these questions—and all of the packages—come in to the Distribution Center for the Traffic Department, where Joyce Wilson, Traffic Manager, Leo Burnett USA, is in charge. Wilson’s team must sort, track, and deliver the packages to the eagerly waiting Publicis employees within hours of receiving them. The task is complicated by the fact that the employees work on many different floors of multiple buildings across the city of Chicago. And there is a 40 percent jump in package volume during the fall ramp-up to the holiday season.

As additional Publicis divisions and companies were added to Wilson’s mission, the need for a more efficient solution became increasingly apparent. “We were struggling. We were already on overload when we were just handling package delivery for Leo Burnett and its associated divisions,” said Wilson. “We had a barcode system, but we were printing out documents for signatures and tracking. There was a constant tornado of paper and panic about misplaced documents,” she added.

Solution: *SCLIntra* Enterprise software & Motorola mobile computing hardware

The Publicis executive team gave the go-ahead, and with the help of her own IT group and the experts at SCLogic™, Wilson ushered the Leo Burnett USA Traffic Department into the 21st century.

Customer Profile

Company

Leo Burnett USA, Inc.
(a wholly owned subsidiary of Publicis Groupe)

Location

Chicago, Illinois

Staff

3000 Employees

Industry

Advertising/Marketing

SCLogic Product

SCLIntra™ Enterprise

Application

Enterprise package tracking and routing for up to 900 packages a day that must be delivered in a timely manner to employees on multiple floors in multiple buildings across Chicago.

SCLogic Partner

Motorola

Hardware

Motorola Symbol Mobile Computers and Cordless Scanners

Benefits

The paperless, scalable *SCLIntra* Mobile Enterprise Mail and Package Tracking system has increased productivity, efficiency, and accountability and reduced costs.

SCLLogic is a leader in the mailroom software technology arena, and Wilson's situation was painfully familiar to the team. "Joyce was truly managing chaos, and we knew we could help," said Bruce Little, General Manager, SCLLogic.

The solution was SCL*Intra*™ Enterprise, a scalable, network-installed system of SCLLogic software and Motorola hardware optimized for use on corporate intranets. Wilson developed a fail-safe process by using Motorola mobile computers and cordless handheld scanners to log package delivery information into the SCL*Intra* application at each step in the process. This paperless SCLLogic solution was ideal for the multi-building delivery challenge faced by Wilson and her team.

"Accountability is very, very important, and we developed a process using the SCLLogic software and the Motorola mobile computers and scanners. We track the packages from the time they arrive to the time they are delivered," said Wilson.

If a package does not have a recipient name, Wilson's team can use the SCL*Intra* system to check company databases to find the name and office location and generate a new barcode label. "The SCL*Intra* system even sends an automatic email to the recipient when the package first arrives in our Center. This saves us the 150 calls we used to get between nine and noon every day," she added.

Delivery signatures are done directly on the Motorola mobile computers. As the staff members finish their routes, they synch their data so that everyone in the Traffic Department can access the same information about completed deliveries. At the suggestion of SCLLogic, the team has integrated a camera into the SCL*Intra* Enterprise system to take and store pictures of damaged packages.

Delivering the benefits: Increased productivity, efficiency and accountability

With SCL*Intra* Enterprise, the Leo Burnett USA Traffic Department is providing efficient accountable delivery of packages across multiple floors of multiple buildings.

Easy to use

"SCLLogic actually made the installation fun," said Wilson. "We went live during our busiest time of the year, but the SCLLogic people were extremely patient. It was a system built around our needs with our input, and once we got going, it was easy to use," she added.

Excellent support

"The support was so good it surprised me. SCLLogic really can do exactly what they say they can!" said Wilson.

Reducing costs

"Eliminating the enormous volumes of paper and cutting the required number of printers are just some of the cost savings we've experienced," said Wilson.

Increased productivity

"Each person can handle more now. Some Floor Service Assistants who handled two floors, now handle four, because we can add deliveries easily by just synching up the mobile computers, and there's no waiting for paper to print," said Wilson.

Scalability for the future

"We just took on a huge assignment that means more packages to handle, and there will be more in the future. But we know that isn't going to affect the SCLLogic solution: our volume is constantly going up, and the system just keeps right up with us," said Wilson.

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About SCLLogic

SCLLogic develops, sells and supports the inbound receiving and tracking system, SCL*Intra*™. SCL*Intra* uses barcoding technology to monitor and control the flow of tangible objects - mail, parcels, property, files or people - as they enter and move through a facility. SCL*Intra* is an affordable, flexible, IT-friendly solution that improves productivity by automating receiving, sorting and delivery processes while expanding tracking visibility across the corporate Intranet and beyond. Founded in 1996, the company has thousands of global enterprise, government and university users.

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