

Initiatives of TCI XPS

FOCUS

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The express industry owes its birth to meet the customer requirements for speedy and reliable service and proof of delivery. The express industry companies met the increasing need of companies for time definite, guaranteed delivery. The express industry has developed from the delivery of documents and parcels to specialist items such as high tech products, semi-conductors and general freight conductors. Express industry in India ranks amongst the fastest growing segments of the Indian economy and over the next five years it is expected to register a growth rate higher than of industries such as retail, banking, financial, chemical and automobiles. The industry contributes more than Rs. 1000 crores to the government revenues by way of service tax, income tax and other levies and it offers employment to about a million people.

TCI XPS, India's leading door-to-door Express Distribution Specialist is the one stop shop for all express distribution requirements. Incorporated in 1996, TCI XPS is India's fastest growing brands and leading express distribution specialist offering time definite solutions. The Company operates a fleet of 1,250 dedicated XPS trucks supported by an extensive network of 475+ Company-owned branches and warehousing facilities. A division of INR 20 Billion (Approx USD 450 Million USD) of the TCI Group, TCI XPS is well equipped to handle the diverse needs of its client's time sensitive deliveries. The division's operational backbone comprises 19 strategically located hubs where packages are collected, sorted and dispatched. The division possesses the capability to deliver to 13,000 locations across India. TCI XPS has received IATA and ISO certification.

The division's customers are drawn from diverse sectors like electronic computer peripherals, automobile, engineering, pharmaceuticals, chemicals, consumer goods and high-value products, among others. Cost and time efficiency combined with expected growth in urgent and high value products have created the need for a high-speed express segment using road and air network. This segment is growing at 15-20 per cent-plus a year. TCI XPS has been able to match the industry trends and the division is also growing at the same pace.

Recent Customer Centric Initiatives

1. Priority Services: TCI XPS has also introduced 'Priority Service' which is an assured door-to-door day definite delivery service for commercial and non-commercial shipments to metro and non-metro locations. This service is backed by a money back guarantee scheme. The 'Priority Service' by TCI XPS provides a 24-hours 'Next Business Day (NBD)' delivery service to metro locations and 48 hours 'Next Business Day + 1 extra day' service to non-metro locations. The service is available from 9 cities to 150 locations across India. In case TCI XPS could not deliver the consignment as per the Standard Transit Time, the money paid by the shipper is refunded deducting the service tax under the money back guarantee scheme. For the value added 'Priority Service', TCI will not charge any premium amount from the customers.

A multi-modal route is adopted for the express delivery and for security concerns the consignment is picked up only from the door of the customer and is delivered to the door of the consignee. If in case NBD happens to be national or local holiday, the consignment will be delivered on the

next working day.

2. Decentralization of Call Centre: Also, under the customer centric approach the decentralization of call centers have been done. Any customer calling on the toll free number of TCI XPS will be routed to the regional office of TCI XPS and calls will be answered in the local language of the state.

3. Bar Coding to track consignments: TCI XPS has introduced bar code method which will help to track the packages effectively. The division has introduced a service called Delivery Auto confirmation to sender, where the customer can select the mode (email/ SMS) through which he can be informed of the delivery.

Hub & Spoke Model for fast connectivity

TCI XPS has well connected routes for speedy movement of cargo through Hub & Spoke distribution model. The hubs are strategically located to cater to the high volume routes to ensure time and cost effective delivery schedules.

TCI XPS: Upgrading Infrastructure

TCI XPS has planned 100 percent palletisation of 12 major hubs and top-50 delivery branches. This will further strengthen their deliver network and services. With the increase in business and to meet superior client requirements, TCI XPS is focusing on this automation exercise. TCI XPS inaugurated a new hub in Pune recently. The hub is spread over 35000 sq ft and is 100% palletized. It is equipped with the latest features such as Hand Pallet trolleys and stackers etc. With 18 docks the hub allows for speedy loading and unloading of consignments. The new hub is reflective of the growth in TCI XPS and its commitment to offer customers the best systems and practices. TCI XPS warehousing space has been enhanced approximately by 60000 sq ft. TCI XPS ensures that the customer needs are taken care of in the best possible manner. The company enables the customers to do online tracking of their shipment, and dedicated regional Customer Care Centers ensures that all customer queries are responded promptly. Their online location tracker enables them to know the location of their package at any given time in transit. Customers can themselves know the whereabouts of their goods by logging in to the website www.tcixps.com. Over the years, TCI XPS has become a part of many people's life and have made delivery seamless and easier for them.

Division Outlook:

TCI XPS division grew topline above industry growth. The division has increased its contribution to 26.08 percent of the Company's revenues. In facility which improved cash flow the company has strengthened its handling systems; introduced the bar code scanning system, which helped standardize processes and accelerate workflow. The division has decentralized the customer care department, reducing the language barrier between executives and customers.

It has also launched a new priority product backed by a money-back guarantee scheme wherein freight charge is refunded in the event of delayed. The major focus of the company will remain on customer interaction, scaling the bar code system to make the process faster and error free and become a customer-oriented organization. The Company is hopeful of out performing industry growth. (Author is the President and CEO, TCI XPS)