

Problem

Nintendo's Corporate Receiving Center was receiving approximately 200 white mail and package parcels each day delivered by various carriers. The carriers' name, service level and tracking numbers were copied to a paper manifest sheet. Routing information for each package was found in a paper 'phone book', or recalled from the receiving clerk's memory. Routing information was hand written directly on each parcel. The process took approximately 42 seconds per package, or 2+ hours per day.

After receiving and logging, parcels were staged for delivery to approximately 900 employees in 2 buildings. When delivered, recipients were required to sign the hand-written manifest sheet. The delivery process took up to two hours a day.

Manifest sheets were returned to the receiving department and filed for future reference. Paperwork and filing averaged 6 hours per month.

Receiving staff responded to Nintendo's employees' inquiries as to parcel delivery status throughout the day. Customer service was time consuming and often incomplete. When asked for tracking information or proof of delivery, receiving personnel sorted through filed manifest sheets in an attempt to find delivery information. Many resolution attempts were unproductive due to transcription errors, illegible handwriting, or missing manifest sheets. Employees called daily about missing packages. One to five packages were lost weekly.

Solution

An automated computer based receiving and tracking system was the priority for NOA. Primary requirements included: quick payback, ease of use, robust performance, and excellent customer service.

Implementation

Vuetura consultants designed a VueturaTrac configuration to automate the receiving and delivery of 200 parcels each day to two buildings. Three primary workstations PCs were configured with VueturaTrac client software and inline scales. VueturaTrac report modules and clients were installed on administrative desktops. The Vuetura Web Tracker website was made available to all NOA employees.

Solution Summary

Industry

Consumer high tech product development, distribution, and support.

Functional Area

Package and high value mail receiving and delivery.

Solution

Vuetura engineers installed VueturaTrac on two PCs and one SQL server to receive parcels. Symbol SPT1700 mobile computers were configured to track parcels while traveling through an enterprise and to collect final delivery information and electronic signatures. Parcel data is acquired at the beginning of the receiving process, all metrics and reporting data is instantly accessible via the VueturaTrac reporting module.

Benefits

- 100% reduction in lost parcels
- Improved acquisition of performance metrics
- Web parcel tracking
- Improved customer satisfaction

Products

- VueturaTrac 6.3SP2
- Custom shuttle-tag program

Hardware

- Symbol SPT1700
- Windows-based PCs
- Datamax E403 Printer
- Symbol LS2106 Barcode Scanner

Nintendo and Vuetura set up the automated capture of Nintendo's external employee database every morning. This established a timely and accurate employee locator feed for routing parcels to employees with Nintendo and eliminated the need to enter data into a separate VueturaTrac email directory. On the first day of live operation, Nintendo personnel received and routed items at an average rate of 11 seconds per parcel compared to 42 seconds before.

Today

Nintendo uses VueturaTrac exclusively to receive and track packages. Receiving clerks scan packages and the carrier label bar-code information is automatically fed into VueturaTrac. Next, a unique bar coded ID tag is applied to the package and it is staged and delivered. The recipient signs their name on a handheld computer and the digital signature is saved. Very little of this requires touching a keyboard – most entry is either barcode scanned or selections made in Windows. Nintendo employees now perform their own search for parcels using Web Tracker on the Nintendo intranet, nearly eliminating customer service calls to the receiving department. Queries that do come into the receiving department are researched online, usually while still on the phone. Nintendo now delivers all of a day's packages in 40 minutes. Customer service calls have been reduced to 2-3 per month instead of 2-3 per day, and instead of 15 to 20 minutes per call, only 3 minutes are taken up. The receiving area now has only four employees and the lost package count averages zero per month. Nintendo also utilizes VueturaTrac to follow shuttle deliveries between two different locations. The system was custom-developed with the exact fields they needed.

Item	Pre-VueturaTrac	Post-VueturaTrac
Number of employees	900	900
Locations (buildings)	2	3
Packages per day	200	300
Time to receive	42 seconds	11 seconds
Lost packages	1-5 monthly	0 (average)
Employees in receiving	7	4
Customer service calls time	40 hours a week	<1 hour per week
Misrouted packages	4-5 monthly	0 monthly (average)

Conclusion

Feedback from Nintendo receiving personnel and employees/customers is very positive. Since implementation, no parcels have been lost. Receiving, delivery, and customer service handling time has been drastically reduced and the system paid for itself in only 9 months of use.

Client Satisfaction

“Before using VueturaTrac four people worked all day processing the same amount of packages that it now takes two people two hours to complete.”

-Scott Andrews, Receiving and Shipping Manager, NOA

“The system is great for accountability. Million dollar checks had been lost before it was implemented.”

-S. A.

“The beauty of the system is that it is really advanced and has nice features but it is very simple. You don't have to spend a lot of time training because it is so intuitive.”

-S. A.

“We love the system; I know that it makes our lives easier.”

-S. A.

“Everything we have asked for we have been given a solution to.”

-S. A.