

# PERISHIP STREAMLINES OPERATIONS AND IMPROVES CUSTOMER SERVICE

## WITH COMCAST BUSINESS

### SITUATION

- Value-added service provider for perishable items
- One office handles entire U.S. market
- Tracks and ships average of 10,000 packages daily

### CHALLENGE

- Overburdened network interfered with timely online communications

### SOLUTION

- Comcast Business Ethernet Dedicated Internet
- Comcast Business PRI Trunks

### RESULTS

- 10x faster Internet connection
- Dedicated voice service
- Able to provide the level of service its customers expect

## CONNECTICUT-BASED PERISHABLE LOGISTICS COMPANY DELIVERS FOR ITS CUSTOMERS WITH ETHERNET DEDICATED INTERNET AND PRI TRUNKS

### SMALL NEW ENGLAND BUSINESS HAS LARGE SERVICE FOOTPRINT

Founded in 2001 and located in Branford, Connecticut, PeriShip is a value-added service provider that offers logistics services for perishable and food shippers across the entire U.S. Via an exclusive strategic alignment with FedEx, PeriShip has more than 600 active clients – from fresh seafood and fruit vendors to bakery and meat suppliers – to track and ship up to 10,000 packages daily, and up to 35,000 per day during the holiday season. The company handles pre- and post-shipment activities, including packaging support, tracking, weather and traffic monitoring, and communication with internal and external customers, becoming the single point of contact for all stakeholders in the transaction. PeriShip, with a rank of 1,994, has been identified as one of the fastest growing companies for the second year in a row by *Inc. Magazine*.

“Since there’s an emotional element to the items we handle – for instance a cake for grandma that needs to arrive on her birthday – we aim to provide a very high level of customer service to ensure that our items arrive in a timely manner. The only thing we spoil is our customers,” said Amanda Morra, Director of Business Improvement.

### ROBUST VOICE AND INTERNET SERVICES REQUIRED TO IMPROVE COMMUNICATION WITH ITS CUSTOMERS

PeriShip employees sometimes need to communicate with customers and shippers multiple times a day to ensure timely arrival of items. To keep them updated, employees email Excel spreadsheets with package tracking reports and share high-resolution photographs of items, all of which are bandwidth-intensive. And because the company receives a continuous stream of data from package scans as well as weather, traffic, flight and related logistics data, its network could easily become overburdened on a busy day.

During the holiday season when PeriShip is at its busiest, its previous 2 Megabits-per-second (Mbps) network connection would slow to a crawl due to the volume of data traversing its network. Also, its customer portal, which lets customers receive real-time updates on the status of their packages, order shipping labels, schedule pick-ups and calculate shipping rates, would time-out, leaving customers wondering where their packages were. As its business grew, PeriShip’s network became less and less appropriate for its high volume use.

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Amanda Morra  
Director of Business Improvement  
PeriShip

Further, PeriShip had installed a different phone system to manage its internal communications, but because the system ran over its existing 2 Mbps Internet connection, it became too much for the network.

“When we don’t have the fast Internet and reliable voice services we need to give our customers realistic expectations as to when their package will arrive, we can’t run our business effectively or provide the level of service our customers have come to expect,” explained Morra.

## **COMCAST BUSINESS IMPROVES COMMUNICATION WITH ADVANCED VOICE AND ETHERNET SERVICES**

After evaluating competitive alternatives, PeriShip chose to upgrade to a fiber-based Comcast Business Ethernet service. The company also selected Comcast Business voice services.

Comcast Business installed a 20 Mbps Ethernet Dedicated Internet service at its company headquarters – providing PeriShip with a 10-fold increase in capacity from its old network – which immediately reduced network latency and also provided the network capacity for PeriShip to offer WiFi service in the office. Employees can now download important files consistently, and more quickly than ever before, which has helped increase productivity. And as PeriShip’s business continues to grow, they can easily increase capacity with a simple phone call to Comcast Business.

In addition, PeriShip replaced its voice service with Comcast Business PRI Trunks. PRI Trunks run over a dedicated fiber line to provide reliable voice communications. With this state-of-the-art voice technology, PeriShip is now able to keep stakeholders informed of deliveries and keep their customers and shippers worry free.

With a high-speed dedicated Ethernet connection and PRI Trunks, PeriShip has the infrastructure in place to fulfill orders on a timely basis and to provide the level of customer service its customers expect.

Morra added: “Reliability is really crucial for us and we’ve been really happy with our new service and with the transition. Comcast Business did a great job with the installation, implementation and billing.”

“We always want to make sure we are readily available to our customers and that we can provide a level of reliability to them. PeriShip has quadrupled in size over the past four years, and we needed a technology partner that could grow with us. Comcast Business has really delivered,” said Jack Wang, CIO, PeriShip.