

Ups case study essay



1. What kind of information and services does the Web site provide for individuals, small businesses, and large businesses? List these services and write several paragraphs describing one of them, such as UPS Trade Direct or Automated Shipment Processing. Explain how you or your business would benefit from the service. United Parcel Service (UPS) started out in 1907 with intention to serve people with best services and lowest rates. UPS is a company that delivers packages and also documents to more than 6. 1million customers in more than 200 countries around the world. UPS's primary business is the time definite delivery of packages and documents worldwide. UPS provides lot of services where the individuals, small businesses or large businesses benefit from their services. UPS delivers packages like mails and other documents to people and organization all around the world. UPS through website provides the following services indicated below for the individuals, small and large businesses.

- Information about shipping of parcels
- UPS Trade Direct (Air, Ocean, Cross Border)
- Tracking
- Freight (Air, Ocean, Ground) Store locations Individuals

The website provides lot of information and services that are useful for the individuals when they want to ship their mails, packages across the country or worldwide. For example if an individual wants to deliver a parcel immediately without going to UPS and this would be the right solution for the individual to use the website. Individuals can create a shipment, calculate

time and cost, schedule a pickup and find the UPS locations nearby.

Individuals can do this by using the computer as well as with the mobile phone.

UPS allows the individuals to track their shipment by various means by using the track by number, track by reference, track by email and by sms tracking.

It allows the customers to track on real time basis by using the website.

Small and Large Businesses UPS provides all the features of individuals to small and large businesses using the website. Small and Large businesses are provided to use UPS technology during shipping their parcels as UPS uses the latest technology and which would really benefit the business.

UPS uses technologies like handheld computers (DIAD), barcode scanning systems, wired and wireless communications networks, desktop computers, UPS's central computer (large mainframe computers), and storage technology for the package delivery data. Telecommunications for transmitting data, pagers, cellular phone networks, and many different pieces of UPS in-house package tracing software for tracking packages, calculating fees, maintaining customer accounts and managing logistics, as well as software to access the World Wide Web.

As the small and large businesses do lot of transactions with UPS in sending their parcels and bulk mails allows them to reduce the paper work because all the invoices and transaction details are available in the website. All the transaction details of the shipments of UPS are available in the website which reduces paper work for the businesses. UPS provides paperless invoices for their shipping items. UPS tracking can be done easily by using

the smart phones which have the browser inbuilt like Android Phones, iPhones and Blackberry. It allows them to know the status of their shipments and it can be done from anywhere.

UPS was able to offer the companies tracking services through website as well as with call centre expertise. UPS also offers a set of transportation Application Programming Interface (APIs) called the UPS Online Tools that allow businesses to integrate tracking, rating, address validation, and a number of other valuable functions into their Web site. Now using the UPS e-logistics service, small and large companies can have their own virtual logistics department hosted at UPS. UPS Trade Direct UPS Trade Direct is a solution that allows you to bypass distribution centres by shipping directly to retail stores or customers doors.

It provides consolidation of international freight, air, ocean and ground transportation, customs clearance and direct delivery to multiple addresses within the destination country, all through a single source. Let's see how the UPS Trade Direct works. UPS will pick up or receive your shipments, provide consolidation, transport your shipment to the destination country, provide customs clearance, deconsolidate into individual shipments, drop them into either the UPS package or less-than-truckload (LTL) network and deliver them directly to your customers.

UPS Trade Direct can be done using the following services as indicated below.

- UPS Trade Direct Air
- UPS Trade Direct Ocean

- UPS Trade Direct Cross Border

Many of the businesses would benefit from UPS Trade Direct. UPS Trade Direct services are available for International supply chain. It provides the following services. UPS Trade Direct Air. Improves international supply chain efficiently by accelerating speed to market and increasing control. UPS Trade Direct Cross Border. Access an integrated freight and package that offers pickup and delivery across the Mexico/U.

S. and Canada/U. S. borders. UPS Trade Direct Ocean. Delivering of goods from overseas directly to customer's locations. Here are the advantages of using UPS Trade Direct in small and large businesses.

- Makes it less expensive to do business overseas
- Reduces handling
- Reduces customs paperwork
- Eliminates issues with multiple carrier bills
- Reduces material handling costs I can benefit from this service by having my parcel or package delivered fast and in good condition.

Automated Shipment Processing

Automated shipment processing is integrated UPS functionality which enables merchants to ship and track packages, gather rate and service information, and validate addresses for UPS shipping services. By integrating these options into your store, you eliminate the need to manually enter or cut and paste data between other Merchant Solutions and UPS shipping applications; making the shipping experience seamless for you. The UPS tracking number is made available to purchasers so they can monitor the

progress of their order. This means reduced costs and improved customer service for your store.

UPS also provides another new service to the customers called the UPS Returns Flexible Access where the customers can drop off returns packages at any UPS or U. S. Postal Service location.

2. Explain how the Web site helps UPS achieve some or all of the strategic business objectives we described earlier in this chapter. What would be the impact on UPS's business if this website were not available? Web site helps UPS to achieve their strategic business objectives as indicated below

- Operational Excellence
- New Products, Services and Business models

Supplier Intimacy UPS invests heavily in information systems technology to make its business more efficient and customer oriented. It uses an array of information technologies including barcode scanning systems, wireless networks, large mainframe computers, handheld computers, the Internet, and many different pieces of software for tracking packages, calculating fees, maintaining customer accounts, and managing logistics. UPS invests more than \$1 billion each year in information technology to make your favourite tools even easier to use.

Let's discuss about these in detail. Operational Excellence. UPS is able to track packages and make their deliveries as quickly as possible. These helps them to carry out a lot of services, still keeping their prices low which gives them an edge over competitors and Operational excellence by using the UPS's website and information technology. New Products, Services and

Business models. UPS use their website to advertise new products as the Internet is a well-known trend around the world.

Also business models are known by customers all over the world because of the availability of their website. Customer and Supplier Intimacy. Customers can fill out surveys and these surveys help UPS know the customer likes and dislikes. This will help UPS attain customer loyalty and intimacy. Strategic business objectives would be affected if there is no website for UPS as they lose customers and would not be able to do properly the operational excellence and customer and supplier intimacy.

United Parcel Service Company basically runs most of their business on their website; if they were not able to access it anymore it would have a really big and bad impact on their business and as well with their organisation. UPS wouldn't be able to run the organisation as fast as they did with the website and their strategic business objective wouldn't be met anymore because they would not be able to provide fast services anymore. If the website is not available, UPS would not gain competitive advantage and they would not have been the world's largest package delivering company.