

CUSTOMER CASE STUDY



Powerfleet's fleet tracking solutions ensure precision and reliability in pharmaceutical and medical sample delivery for R Courier.

About the company

R Courier is a Toronto-based medical courier company that has been providing delivery services locally, nationally, and internationally for the past 24 years. The company's distinguishing factor in the field is its high reliability in delivering time-sensitive medical samples quickly and dependably to diagnostic laboratories. Founded in 1991, R Courier's owner identified a critical market gap: the need for a specialized service dedicated to time-sensitive medical deliveries. This niche focus has become the company's competitive advantage, enabling it to offer customers reliable, cost-effective service. With plans to expand due to steady demand and proven success, R Courier continues to grow its fleet of 150 vehicles, ranging from small cars to trucks.

CUSTOMER

R Courier

REGIONS

Toronto, Canada

INDUSTRYMedical courier services /
Parcel delivery**TOTAL FLEET SIZE**

150 vehicles

VEHICLE TYPES

Light-duty and medium-duty vehicles

CUSTOMER SINCE

2007

CUSTOMER WEBSITEwww.rcourier.com/

THE CHALLENGE

What they were looking for

The medical field is capricious when it comes to time and temperature-sensitive samples that require precision and consistency in delivery to diagnostic labs. On the flip side, this creates strong demand in the market for couriers who can deliver consistently on time and demonstrate dedication to high-quality service and specimen-handling procedures.

With the goal of establishing a reputable, professional, and customer-oriented business that is always on time, R Courier's owner initially faced several key challenges, aiming for optimal dispatching, driving, and cost efficiencies, coupled with impeccable customer service. Not meeting high standards led to the loss of contracts with clients.



THE SOLUTION

Fleet tracker with a customized dashboard for real-time dispatch and client visibility

R Courier started with Powerfleet (formerly Fleet Complete) in 2007, looking for a solution to track courier distances, courier waiting times, and to provide customers with proof of delivery. Due to the company's specific business and goals, Powerfleet assigned a dedicated resource to handle all administrative matters and provided software tailored to R Courier's business needs.

With 15 active devices and a customized dashboard for scheduled routes, dispatchers can track drivers and provide clients with delivery status, estimated time of arrival, and the number of samples to be delivered, so clients can deploy enough staff for pickup.

Additionally, Powerfleet enabled 95% paperless operations through automated route sheets, digital reporting for both clients and the owner, and electronic billing and invoicing.



Due to courier demand, we needed a reliable solution to track our expanding team. Powerfleet's platform helps a dispatcher choose the most qualified courier for a specific call, so that the parcel is on time for its pickup and delivery"

Hamid Zeighami
CEO of R Courier

RESULTS

Boosted workload capacity and revenue, and achieved 95% paperless and time-efficient operations

Due to the high volume of time-sensitive packages, R Courier operates at a continuous pace daily. With Powerfleet's comprehensive all-in-one platform, the dispatch team can easily monitor the real-time location of every driver without needing to check in and quickly send the best-qualified courier to the job, improving route efficiency to multiple clinics when necessary. With the GPS timestamp, drivers can provide proof of delivery, which also helps address client inquiries.

With the electronic billing system in place, clients automatically receive invoices based on time spent driving and, thanks to the route efficacy, clients see immediate value for money. Optimal route management thus helps save time, fuel, and money for both the company and its clients.

Thanks to improved operational efficiency, the company can take on more work with the same number of resources, boosting revenue and consistently beating the competition. R Courier is currently replacing local courier competitors in Vancouver, Calgary, and Sacramento due to its solid reputation, well-trained staff, and great customer service.

KEY RESULTS ACHIEVED



95% paperless operations with automated workflows and digital reporting



Real-time dispatch optimization, reducing response times



Enhanced proof-of-delivery documentation and accuracy



Improved client satisfaction through transparent billing and delivery visibility



Increased workload capacity and revenue growth without proportional resource increases



Expanded geographic reach and market presence through operational excellence

About Powerfleet

Powerfleet (Nasdaq: AIOT; JSE: PWR) is a global leader in the artificial intelligence of things (AIoT) software-as-a-service (SaaS) mobile asset industry. With more than 30 years of experience, Powerfleet unifies business operations through the ingestion, harmonization, and integration of data, irrespective of source, and delivers actionable insights to help companies save lives, time, and money. Powerfleet's ethos transcends our data ecosystem and commitment to innovation; our people-centric approach empowers our customers to realize impactful and sustained business improvement. Powerfleet serves over 2.8 million subscribers across more than 48,000 customers in 120 countries, with commercial operations in every major continent.