

April 30, 2010

# Priority News

## Upcoming:

### May – Internal Feedback

- Priority Branding
- May 3 - May 7

## Welcome:

Michaela Dawn Healey  
(Ron)

Born: 4/11, 8 lb. 4oz.

**Courier Enterprise  
Go Live Dates!**

## PDI

- ETA, CMH, 4/21
- Staples WMS, CLE, 4/26
- ETA, TOL, 5/11
- Staples WMS, CMH, 5/17

## PLG – Staples WMS, 5/18 - 6/30

- Louisville, Zip Express
- Ashland, Prestige
- Indy, Wheels Assured
- Owensboro, Courier Exp
- Lexington, Prestige
- Charleston, U.S. Cargo

## Top of Mind:

### Service – Superior

Customer Service will be best achieved when we stay committed to two priorities: High Quality Performance & Personal Commitment.

**Efficiency** – We will continually strengthen our performance to ensure better execution.

**Growth** -- We will maintain steady, sustainable, profitable growth for our Customers & our Company.

[www.prioritydispatch.com](http://www.prioritydispatch.com)

## Monthly Strategy Update!

Updated Strategic views for the Priority News....

David, Dan, Beth, & Terry

Eric & Kathleen

Aaron (SharePoint Demo) & John



**We're stepping UP!** Going forward, the Priority News will feature an up-to-date summary for each of its strategic drivers along with the sub-categories within the Delivery Event Management System™. The SRS Team hopes that this "strategy snapshot" will help to strengthen our communication and our brand recognition which all of us must build and sustain.... **EVERYTHING & EVERYONE COMMUNICATES!**

Priority's Strategic Framework consists of seven drivers. Each driver has a Champion to oversee the implementation of our Growth Strategy. During the once-a-month Strategy Review Sessions (SRS) the Strategy Team, composed of Eric Chesson, Beth Dusha, John Detling, David Castator, Ann DeHaven, Terry Holbert, Dan Walter, Robin Spivey, and Jeff Thomas will discuss a roadmap of what has to be done, how the Strategic Drivers will interact and how to define the "Priority Way" of getting things done.

**Superior Customer Service** – We're creating "partnerships" with our customers by developing personal relationships and listening to their needs. (Terry Holbert, Champion)

**People & Knowledge Sharing** – The focus is to integrate PDI's strategy into HR programs: STAR & ACE Training, Associate Orientation, IC Orientation, Performance Management, and Associate Recruiting. (Kathleen Grady, Champion)

**Delivery Event Management System™** -- The foundation for Delivery Event Management™ is complete. We will now move to complete the processes to support DEMs. Very exciting!! Thank you to all who have contributed! (David Castator, Champion) \*Note: Aaron Carr demonstrated the Omni White Board.

-Courier Enterprise is on target to create impact the way PDI, its customers and partners manage the day-to-day business. (Eric Chesson, DEMs Sub-Champion, Critical Initiatives & Technology)

-Technology is a combat multiplier for the PDI Associates, customers and ICs. (John Detling, DEMS Sub-Champion, Technology Advantage)

-We created three teams within Customer Support: Process Team, Training Team, and Recognition Team. (Robin Spivey, DEMs Sub-Champion, 24/7)

**Sales** – Great progress with Sales Strategy, marketing material and customer focus! (Jeff Thomas, Champion)

**Brand & Marketing** – Our external Marketing efforts will ensure that our energies and resources are focused on a course of action that leads to increased sales and sustainable competitive advantage! An internal Brand Feedback Form is to be issued during the month of May. (Ann DeHaven, Champion)

**Operational Excellence** – Now that DEMs is complete, we are ready to focus on creating and updating key PDI processes. (Daniel Walter, Champion)

**Fiscal Control** – Our recent focus has been Priority's billing process at the local Delivery Centers. We can become more efficient (internally) and also our superior customer service (externally) by streamlining and standardizing these processes. (Beth Dusha, Champion)

**Priority**