

June 30, 2011

# Priority News

## Red News Notes:

- June – meeting DEM goals!
- New TOL Associates!
  - Welcome to the new TOL Associates who have joined Priority's Delivery Event Management System™. Priority is growing upwards into the State of Michigan. GO BIG BLUE from your friends in the BUCKEYE State!
- 24/7 DEM Coordinators:
  - Alex Greif
  - Carolyn Ranville
  - Jean King
  - David Butler
  - Andrew Rothen, P-T
- On-Site Supervisors
  - Monika Perkins, DTW
  - Maxwell Brady, GRR
- New Independent Contractors!
  - Livonia – 70 IC's
  - GRR – 20 IC's

## Top of Mind:

**Service** – Superior Customer

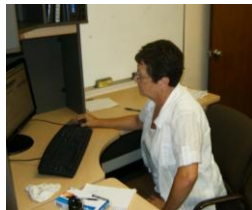
Service will be best achieved when we stay committed to two priorities: High Quality Performance & Personal Commitment.

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

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

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## NW Ohio & Michigan Calling Priority at 800-906-6761! Meeting Delivery Event Management™ goals thru Competitive Advantage....



Carolyn Ranville, along with new DEM Coordinators, Jean King and Alex Greif worked hard to prepare for TOL 24/7 Dispatch

**“Thank you for calling Priority Dispatch, providing superior customer service in successful Delivery Event Management™.”** Providing a customer experience that lives up to our name “Priority” is what we are all about, especially when our customers are calling in with service requests at all hours from the north, south, east and west!

Having an 800 number to call is our important bid to keep customers from seeking other couriers and moving their business elsewhere. Now Priority has two very important 800 numbers, “North” and “South,” that reflect our strategy to strengthen our share in providing superior customer service to business throughout our regional presence – Ohio, Michigan, Pennsylvania, Indiana, Kentucky and Illinois.

Priority's vision is to grow our market share and to be ready to serve 24/7/365 when crisis situations require more intense communications with customers and Independent Contractors. We continually strive to reduce the likelihood of breakdowns in service processes, preventing inevitable mistakes from becoming failures through our ongoing refinement of our Delivery Event Management System™.

So, you may be asking “Why a Northern 24/7?” Priority's service-based 24/7 Customer Support has created a popular environment and competitive advantage by making the administration of our endeavors more accessible to our customers, employees, IC's and business associates. The number 800-906-6761 will serve clients in Northwestern Ohio, and in particular, new accounts opening up in Michigan.

Does this affect our “Southern 24/7” that is headquartered in Cincinnati Corporate? Our customer support is an important component of our business operating philosophy. It has helped to lower business costs when handling service issues, and our customers like talking directly to our CVG Dispatchers to help them with orders, or to discuss problems. The 800-817-4844 number will continue to be our mainstay as it services our collective Delivery Centers, as well as Kentucky, and other accounts in surrounding states.

Are we still a one company, company? If you think about it, the 800 number alternatives are now protecting our one company, company even better. It provides a homogeneous and dependable service response which demonstrates that our northern and southern customer support associates are willing to work together as a team in order to keep Priority's reputation for “accepting responsibility to secure and control our customer's critical expedited deliveries 24/7/365” steady and strong. Thanks to our new 24/7 DEM Coordinators located in TOL (listed in column, left), and a special acknowledgement of gratitude to our “mainstay” 24/7 Customer Support, located in CVG, for their ongoing commitment to being “Partners in Excellence.”

Today, Priority can be very optimistic about new business opportunities beginning July 1, in Michigan, and July 11, in each of our DC's. When it comes to regional opportunities, we are going after it. But, just look at what happens when we get it...

For the past three weeks, Priority Associates have aggregated their talents to hire new Associates, on-board and provide orientation to new Independent Contractors, define customers' needs and fine-tune schedules. Every Priority Department deserves a round of applause for helping assist with the Michigan, July 1, “go live.” In particular, the Priority News would like to endorse the commitment levels of the following: David Castator, Terry Holbert, Kathleen Grady, Beth Dusha, Eric Chesson, Guy Cook, Jason Karnes, Becky Stidham, Chris Young, TOL, IT, HR, 24/7 “north & south”, and the ICC's. In record time, you've achieved the extraordinary goal of starting up on-time, every-time! Thanks.

Priority