

What Can It Really Cost You?

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There seems to be an insurance program for just about everything under the sun. We insure our cars, buildings, houses, and spouses just to name a few. In fact, if you “Google” insurance, you will receive over 404,000,000 results. If you were to reference *Wikipedia*, it would describe insurance as the following... *“Insurance in law and economics, is a form of risk management primarily used to hedge against the risk of catastrophic financial loss. Insurance is defined as the equitable transfer of the risk of a potential loss, from one entity to another, in exchange for a premium and duty of care.”*

When you did your “Risk Assessment”, did you ride with all your drivers?

So, you are probably wondering where we are going with this? Let’s take a moment and focus on risk management and how risk management can impact our respective businesses. My sense is each and every person reading this article, at one time or another has walked through your respective operations performing some sort of “Risk Assessment” either formally with your insurance company, or informally on your own. Each time you go through the motions you probably see something new, or observe an area which needs attention. For example, the college student hired to maintain the facility grounds for the summer has inadvertently left a gas can in the warehouse, or a driver, not wanting to get wet, has pulled a van into the warehouse to unload it because of adverse weather conditions. We could probably go on and on with creating a “Risk Assessment” check list, but let’s park the check list for another day. The point is, each and every time you perform this process you are looking for ways to mitigate your risks. Risk to the physical plant, the business, and ultimately to your customer. Let’s face it, without your customer, the rest seems to be less important.

One area which can generally slip under the radar screen is what transpires between the time your driver leaves your facility to make his deliveries and the time he returns. When you did your “Risk Assessment”, did

you ride with all your drivers? Or was it a situation of “Out of site out of mind”? Has a driver ever failed to deliver an item either because he left it in the warehouse, or it was inadvertently placed on another truck? Or worse yet, has your driver ever delivered the wrong file or carton to the wrong customer?

Here’s the scenario, ABC Law Firm and XYZ Law Firm both make requests from the records center for case files to be delivered to them the next day. Your veteran driver, who has been with you for many years, who has an impeccable track record for accuracy, and the customers love him, inadvertently delivers an ABC Law Firm file to the XYZ Law Firm. We could all probably agree this is generally a bad thing to have happen. What if our competitor finds out, how will they use that against us in a sales presentation? What goes through your customer’s mind? “If they did this to me, then how many other customers do they do this to, can I be the only one?” Hopefully you have the opportunity to spend time on damage control trying to keep the customer. Unfortunately this probably happens more times than we would like to admit, and until the human factor is replaced by some sort of “Futuristic Computer Controlled Robot Delivery Driver” (FCCRD), it is bound to happen again, unless we look at ways to help mitigate the risk.

While ASI has not yet released the “FCCRD”, we do have ASI Mobile. ASI Mobile is the industry’s most sophisticated hand-held delivery error trapping and verification application available on the market today. It serves both the commercial records centers and document destruction industries. A few key features are as follows:

- Load Verification - verify that all items on the work orders for delivery are loaded on the truck
- Scan Validation – point of delivery verification confirming all items being delivered to a given customer are on that customer’s work order for delivery
- Records Center Delivery Receipt – listing all items delivered, picked up, as well as any discrepancies, automatically recording refiles and new items to the work order
- Document Destruction Delivery Receipt – listing all shred bins serviced including the capacity (¼, ½, ¾, Full, Over Flowing) as well as the time of service and who serviced it



Don't settle for software that "almost" fits.

All software providers claim they are different—that they provide a “tailored” solution for your records, media or destruction business. The truth is, these service-specific “solutions” are often retro-fitted versions of applications that have been modified from their original purposes to address different business objectives.

Andrews Software’s solutions really are different. Why? Records, media, destruction—whether you do it all or specialize in one, each ASI software solution is a distinctly separate application specifically designed to fulfill your business requirements. Independently, they function superbly, yet are easily integrated to serve these three complimentary, yet distinctly different industries.

Separately or together, one application or all three, ASI is the one company that offers genuine business-specific software for your records, media or destruction company.

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- Digital Signature Capture – your customer signs on the scanner screen which is downloaded to the work orders at the office becoming part of the work order history
- History File - Chronological timeline of a driver and the items the driver handled during their route

Not only does ASI Mobile contain the Driver Scanning application, it also houses the Veri-Shred scan verification application and Visual Corporate Keeper's warehouse scanning application. Whether your employee is servicing a destruction bin, delivering a carton or file, or working in the warehouse, ASI Mobile provides one solution for all activities and in our opinion helps you to reduce your risk.

In addition to detailed error trapping, ASI Mobile provides both records centers and document destruction companies with benefits in other areas of their operation. For example, there are customers who have purchased ASI Mobile for their sales force to use on sales calls. The prospective customer is often surprised to see the level of technology employed when their current

vendor does not provide this level of service. Records centers and destruction operations are also seeing administrative benefits when work orders are automatically updated by ASI Mobile reflecting what actually transpired on the road, and not necessarily what was on the original work order. In short you have an insurance program which can not only help you cultivate new business but can actually save you money. How can you afford not embrace it?

About the Author: Scott Bidwell has over 16 years of experience providing support, leadership and solutions to the records and information management industry. With six years in operations and sales for one of Northern Ohio's largest independent records centers, Scott moved to Andrews Software, Inc. in 1996 as National Sales Manager. He was appointed General Manager in 2000 and today is VP Sales & Marketing for the growing software company.

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