



On-the-go Technology >>
for the Newspaper Industry

The Seattle Times

The Seattle Times, winner of seven Pulitzer Prizes, is the largest daily newspaper in the state of Washington. The company also publishes the largest Sunday newspaper in the Northwest. Wanting to update its antiquated pager system, the paper looked to Synchronex to help improve its redelivery service.

Before Synchronex: Lack of Visibility into Re-delivery

By using one-way pager communication with re-delivery personnel, *The Seattle Times* found there was too much time wasted between contacting drivers and learning whether redeliveries were being made. Without a clear picture of how its redelivery service was working in real time, the paper was losing opportunities to improve customer service, reduce cancellations and increase revenue via home delivery.

Dispatch Edition: Real-Time Data Communication

Synchronex Dispatch Edition's web-based electronic dispatching software improved communication between *The Seattle Times* and its delivery personnel. Seattle Times employees and contractors in the field can now access and update route and delivery information in real-time using their Nextel cell phones—responding more quickly to customer complaints and accessing vital customer information on demand.

"Dispatch Edition gives papers two-way communication via one hand-held mobile device that links directly to an online dashboard where managers can monitor progress or stay in touch with the field from the office, the road or at home," added Mike Pirello, President of Synchronex.

After Synchronex: A Real-Time View of Re-delivery

With Synchronex Dispatch Edition, *The Seattle Times* has gained control of its redelivery service and both customer service reps and managers enjoy real-time access to online views of redeliveries in progress.

"Finally, a product that can help track re-deliveries in real-time," said Gary Mendes, Home Delivery Manager for *The Seattle Times*. "Dispatch Edition has not only provided a web-based reporting tool to track and administer re-deliveries, we can now be assured the message was delivered to the device."



"Switching from an antiquated pager system to Dispatch Edition in just two months put us in control of our redeliveries and messages."

Gary Mendes
Home Delivery
Manager
The Seattle Times