



Swyrich Redefines “Business as Usual”



Using FedEx Ship Manager API™

- **Seamless integration with Swyrich’s SQL Server 2000 and Windows 2000 Server streamlines the shipping process.**
- **Electronic Commercial Invoices create the fastest possible clearance through Customs.**
- **Wrap-around customer user interface gives Swyrich the ability to personalize the shipment.**

Putting customer service first

Headquartered in Kingston, Ontario, Swyrich Corporation is an industry leader in lapel pins, surname histories and Coats of Arms. Customers trust the company to deliver quality family histories, memorabilia and lapel pins of all shapes and sizes in good time and good standing. With over 30 years experience, Swyrich prides itself on its professionalism and strives to obtain and maintain customer loyalty. Since 1997 the company has evolved into a Web-based sales company through houseofnames.com and KingPins.net. Dave Richardson, President of Swyrich, decided that the company’s customer service commitment should evolve right along with the business. That’s why he chose *FedEx Ship Manager API* to handle Swyrich’s online shipping needs. It was the smart solution for the company – and its customers.

One-stop shipping solution

Before FedEx Ship Manager API, Swyrich’s online ordering was error-prone and billing was irreconcilable. Employees had to manually check all “Ship To” addresses to ensure they matched the “Sold To” addresses, slowing down the shipping process. What Swyrich needed was a way to link the customer-facing order interface to its internal shipping system. Because Dave had relied on FedEx Ship® for Swyrich’s non-Internet based sales since 1995, the

transition to FedEx Ship Manager API was a natural progression. FedEx Ship Manager API offered a seamless integration with the company database and gave both Swyrich and its customers an easy way to order, ship, track and receive packages so Swyrich could continue to expand its commitment to reliable customer service.

Dave and his company now have the flexibility of a customizable application, the reliability of a secure ordering system with built-in error checking, and the innovation of an integrated solution with a personalized front-end interface. Dave’s customers get fast, secure service every time. When customers log in, purchase a product, and choose FedEx as their mode of shipping, Swyrich’s personalized FedEx Ship Manager API interface opens within the KingPins.net or houseofnames.com Web sites. Easy-to-use interfaces guide customers through a series of basic shipping questions – type of delivery, address to be shipped to, etc. Once the information has been submitted, both the customer and Swyrich receive an email confirmation with a tracking number while a FedEx courier is automatically dispatched for pickup and delivery. FedEx API automatically generates and prints a shipping label. Swyrich staff then prepare packages and ship customer orders – all in a matter of minutes.

The convenience of handling data electronically has multiple benefits. The whole shipping process is more efficient because the right information gets to the right people in real-time. The courier gets pick-up details, Customs gets the commercial invoice and the package tracking number is sent to the shipper and receiver. Swyrich and its customers can actually monitor a shipment's progress at every point—from ordering to delivery—through API's data stream. Swyrich can guarantee customer satisfaction and give its customers peace of mind.

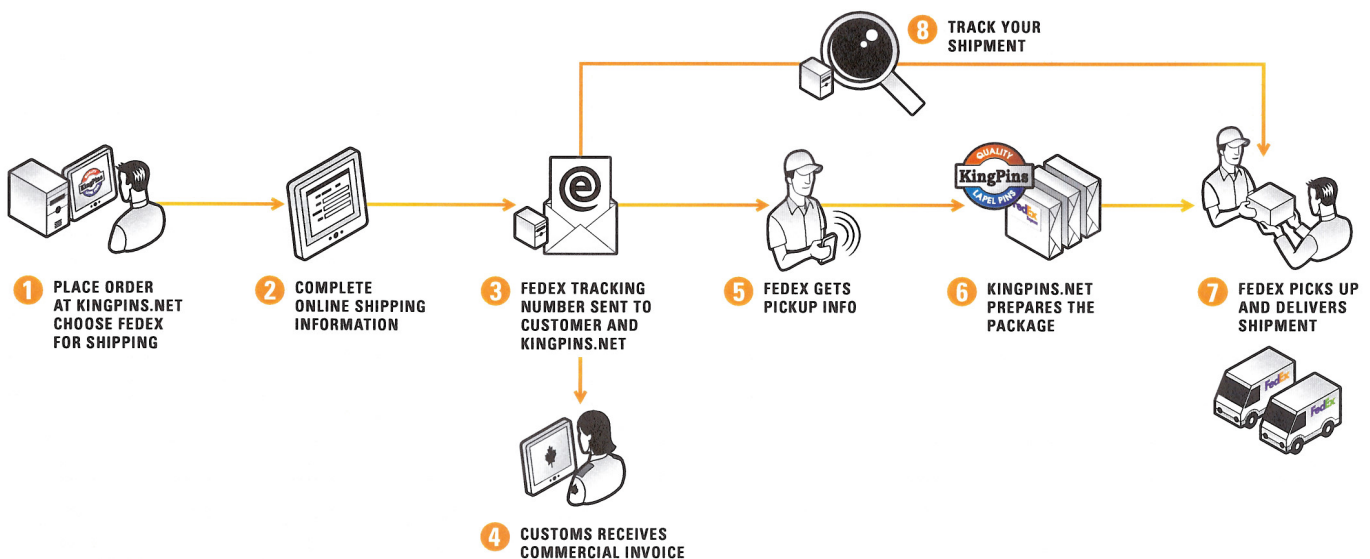
Convenient invoice history means that reconciling billing has never been easier: "It used to take hours to reconcile the billings," recalls Dave. "Now because all the tracking numbers are in one central spot, it just takes a few minutes." Cutting down administrative time to focus more on great service means that whether Dave sends out 10 or 40 shipments each day, he can guarantee that his customers will get what they want, when they want it, every single time.

Control over Web-based business

FedEx Ship Manager API gives companies complete control over the shipping process from start to finish and makes online ordering and shipping easier than ever before. For Dave, finding one solution to meet all his online challenges has helped Swyrich prove its steadfast commitment to customer satisfaction and gives the company a greater edge over the competition. Swyrich not only builds a superior product, but has also built customer loyalty.

Shipping Process

- 1** Your customer purchases product(s) online and chooses shipment by FedEx.
- 2** Your customer fills in the "Ship To" information and submits the shipping information without ever leaving your Web site.
- 3** FedEx Ship Manager API sends an order confirmation and tracking number to your customer and a notification of the order to you.
- 4** Customs receives Commercial Invoices for review and clearance.
- 5** FedEx Ship Manager API automatically notifies a FedEx courier of the pickup date and time.
- 6** Prepare your shipment for your scheduled courier using the automatically printed shipping label.
- 7** FedEx Express or FedEx Ground will pick up and deliver the shipment to your customer.
- 8** Monitor and track your shipment. Both the sender and receiver can trace the shipment with the tracking number.



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