

## Bowne of Atlanta

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— Shannon McArthur, AirNet customer for seven years

Today, it would likely be called a “business challenge,” but back in 1996, Shannon McArthur was faced with a good old-fashioned problem.

As Traffic Manager for Bowne of Atlanta, an affiliate of Bowne & Co., the world's largest financial printing company, Shannon is responsible for every shipment coming into and going out of his facility. Back in '96, he and his crew were having trouble keeping up with the enormous volume of shipments they had to process. Faced with mounting orders and limited resources, each day became a game of “beat-the-clock.” If Shannon and his team missed the major express carriers’ cut-off times, they were forced to use expensive commercial flights to get their shipments out on time or risk missing their delivery deadlines altogether.

Shannon needed a solution to his problem — pronto. His quick thinking led him to AirNet Express.

### More Time Equals Less Stress

Imagine having six more hours every day to get your job done. That could come in pretty handy at times, couldn't it? Well, in essence, that's exactly what Shannon and his crew gained when they began using AirNet Express.

“Missing the evening cut-off times for getting packages delivered by the major express carriers was always a cause of stress for us,” recalls Shannon. “That’s not the case anymore. Now if we miss our main carriers’ cut-off time, we know we have AirNet to fall back on. AirNet’s late night cut-off gives us on average six more hours to get our packages picked up and delivered. That’s a huge stress reliever for us.”

“What’s really amazing,” Shannon continues, “is their turn-around time. AirNet can pick up as late as 3:00 a.m. and still get our stuff delivered by 9:00 the same morning. It’s incredible to me that they can pick up packages six hours *later* than the larger carriers and still beat them to a delivery.”

### Keeping Customers Means Keeping Customers Happy

It’s a simple formula really: To keep your customers from going elsewhere, you need to keep them happy. It’s a formula Shannon and his team knows well.

“Customer service has always been the foundation of our business,” states Shannon. “Customers expect quality service from us and we try to do whatever we can to meet their expectations. Frankly, it’s a big reason why we use AirNet. It’s no exaggeration to say that we could potentially lose our customers’ business if we fail to get their packages delivered to them on time. With AirNet, even if we miss our main carriers’ cut-off times, we’re still able to get shipments delivered in a timely manner – so our customers never see a decline in service.”

But timely service is only part of the value AirNet delivers.

“Thanks to AirNet,” Shannon relates, “we can get packages delivered a lot earlier than using the large carriers or commercial flights. The bottom line is, with AirNet we can save our customers about 50 percent on their shipping costs and provide them with faster service.”

According to Shannon, reliable delivery service is a great benefit “because it cuts down on our customers calling us for details on their outbound shipments.” Of course, that not only makes his customers happy, it makes Shannon happy, too.

#### **About Bowne of Atlanta**

Bowne of Atlanta is an affiliate of New York-based Bowne & Co., a leading global business services provider offering quality document and information management, printing and outsourcing solutions. As part of the world's largest financial printing company, Bowne of Atlanta provides document creation, printing and distribution services to customers around the globe. Along with other affiliates in more than 100 U.S. and international cities, Bowne of Atlanta serves worldwide customers' document creation, regulatory filing, printing, and electronic distribution requirements using a combination of the latest technologies and distribution tools. To find out more, visit Bowne’s Web site at [www.bowne.com](http://www.bowne.com).

#### **About AirNet Systems, Inc.**

AirNet Systems Inc. is a premiere provider of aviation services including time-critical delivery and private passenger charter. AirNet operates AirNet Express, an integrated national air transportation network providing expedited air transportation to banks, medical customers and other time-critical small package shippers in more than 100 cities nationwide. AirNet is committed to safety, security and customer service—these are the hallmarks of AirNet’s success over the last 28 years. The AirNet airline operates more than 120 aircraft, including 36 Learjets, located strategically throughout the United States, flying over half a million miles per week. AirNet’s fleet departs most cities several hours after other major package delivery companies. To find out more, visit AirNet’s Web site at [www.airnet.com](http://www.airnet.com).

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