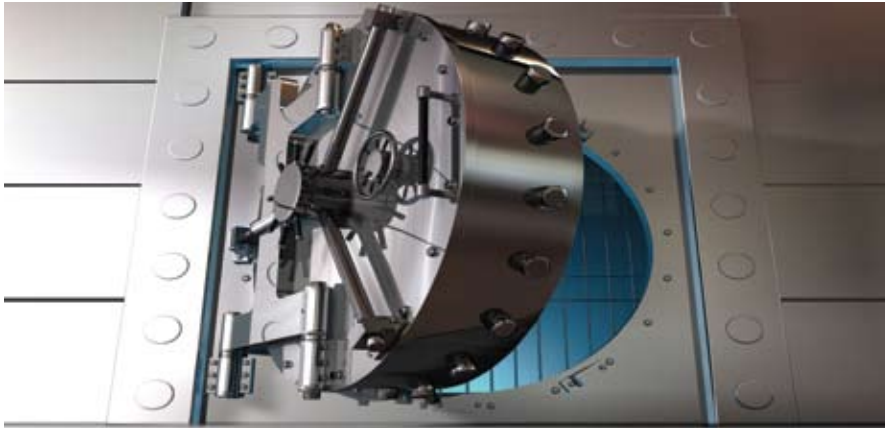


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Your solution.**

CIBC Banks on Purolator



Company name:

CIBC

Location:

Toronto, ON

Industry sector:

Financial Services

Company Profile:

CIBC is a leading North American financial institution with operations across Canada, as well as in the United States and Caribbean, serving 11 million personal and business customers.

Business Situation:

With more than 1,000 branches across Canada, the company needed a cost-effective courier network to securely deliver packages both within Canada and internationally.

Solution:

With Purolator, CIBC has solid shipping, delivery and tracking for its documents while reducing costs. Since Purolator has the largest shipping network, they deliver directly to the most destinations in Canada. CIBC has peace of mind that the confidential information of its clients is in good hands.

Benefits:

- Receiver signature required on all shipments to protect confidential documents.
- Shipping automation reduces errors and increases ease of use.
- Strong chain of custody processes ensure secure deliveries in urban and rural centres.
- More next business day 10:30a.m. guaranteed* deliveries to more locations across Canada than competitors means CIBC shipments meet their deadlines.
- Proactive monitoring of international shipments helps avoid delays and lost packages.
- Purolator Account Team support ensures smooth transition process.

Summary

CIBC, a major North American financial institution, was looking for ways to reduce costs associated with delivering packages within Canada and around the world. In addition to the cost cutting initiative was the need to ensure shipments were securely handled to protect customers' confidential information. Purolator Courier stepped in to make domestic and international shipments cost effective and secure, which maintains CIBC's trusted reputation in the marketplace.

Company Profile

Celebrating 140 years of business, CIBC is a financial institution that serves clients through two distinct business lines, CIBC Retail Markets and CIBC World Markets. The company offers a full range of products and services to almost 11 million personal and small business clients, while supporting the financial needs of corporate and institutional clients.

CIBC is one of North America's leading financial institutions, providing customers with a full range of products and services through a choice of convenient channels, including automated bank machines, telephone banking, PC Banking, the Internet, branches across Canada and offices around the world.

"We have over 40,000 employees worldwide, the majority of whom are in Canada," says Shashika Edwards, Senior Category Manager CIBC. "We have more than 1,000 branches across the country with plans to open additional locations to support a diverse customer base, which requires more one-on-one services within a branch setting."



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Challenges & Solutions

Constantly focused on reducing operating costs and maximizing profits, CIBC was reviewing many areas of the business to see if there were ways to increase efficiency while cutting costs.

At the same time, due to increasing focus on privacy protection, CIBC was seeking a more secure way to get its packages to customers while safeguarding customers' confidential information.

CIBC depends on next day delivery of packages to ensure mortgages close without delays and investment documents arrive on time to avoid penalties. In some cases, a delayed package could mean a multi-million dollar deal collapses. CIBC expects its courier supplier to be like an extension of its business, to understand its needs, and to surpass its expectations.

Additionally, CIBC has realized its cost management goals and Edwards says they are on track for further cost savings as the volume of packages being sent continues to increase.

Deliveries Secured For Customers

As a business that deals with significant personal data and confidential information, CIBC is focused on making sure every measure is taken to protect its clients' confidential information.

"It is our reputation at stake," says Edwards. "What stands out about Purolator is their strong network and infrastructure, across the country, which allows CIBC to be assured that our client information is safe."

"Issues of security and privacy are of paramount importance to us," says Edwards. "When you are contracting directly with a company like Purolator who has such an extensive network, you have peace of mind knowing that shipments are staying with Purolator, from point of pick-up to point of delivery. Purolator is accountable to uphold very high standards. Our number one focus has been protecting client information, and upholding our reputation."

One area the bank worked on with Purolator was to improve the chain of custody process to ensure that packages were shipped securely from point of origin to delivery at final destination.

Edwards appreciates the personal attention she receives from her Purolator Account Team when looking to execute new standards and policies to make sure CIBC's needs are met. "Purolator worked very closely with us to deliver on our standards and policies. I've been impressed with their commitment to ensuring effective roll out of all our services."

Complex International Shipments Streamlined

While most of CIBC's packages are sent and received within Canada, an important area of its business is conducted internationally.

"What stands out about Purolator is their strong network and infrastructure across the country, which allows CIBC to be assured that our client information is safe."

CIBC chose to move its business to Purolator to address the need for expert handling of its shipments while reducing costs. With the largest network in Canada, CIBC was assured its packages were picked up, processed and delivered to its final destination by employees who are hired and trained under stringent policies and standards. These standards allow for greater control and quality, whether a package is destined for a large urban centre or a rural location.

Within a year of the transition to Purolator, Edwards says the transition issues they had been experiencing have dropped dramatically with support of Purolator's account team.



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Purolator was flexible and worked with CIBC to customize a solution to meet its specialized needs. Called "International Trade Assist™", CIBC's international deliveries receive special attention, which includes proactive monitoring of each shipment to ensure packages clear customs in a timely manner.

In the past, CIBC staff was frustrated when packages were held up at customs. Delays of this kind could mean the bank faces major financial penalties if shipments were late. Edwards explains that if a package heading to another financial institution with cheque clearing information gets lost or delayed, it could cost the bank not only millions of dollars, but also their customer's trust.

"Automation is the key to avoiding problems" says Edwards, noting a next step in the automation process will be to increase use of online or Purolator E-Ship™ Server...

"Every night, the international shipments are reviewed by Purolator to make sure the proper documentation is attached and completed correctly. That way, we know immediately if something is wrong or missing," says Edwards. "We want to make sure this is being proactively tracked so we can see if something is being held up in customs or if paperwork is missing, rather than waiting two weeks to find out that a shipment never arrived."

"Since switching to Purolator, we've seen a dramatic reduction in the issues coming out of this area," says Edwards, adding the consistent delivery of documents and packages protects their reputation. "We are shipping information that can contain confidential client information so we don't ever want that lost. It is more than the financial aspect, we have to take steps to protect our clients."

Teaming Up For Effective Transition

Beyond the privacy and security issues being effectively addressed, Edwards appreciates that Purolator takes time to really understand CIBC's business. When it comes to addressing transition issues or developing training, Edwards works closely with her Purolator Account Team to proactively address challenges.

When the business was won by Purolator, training sessions and information sessions were held across Canada to make certain all CIBC staff knew how to use the service. Additionally, the company developed a matrix of contacts at Purolator who could effectively respond to a range of questions that can arise.

"We are a tough client and have made a lot of demands on our National Account Executive, Patricia Dal Ferro's time, and the time of her team. They've been able to step up and demonstrate they can meet those demands," she says, adding CIBC runs a complex business that requires significant co-ordination and support.

"When I call Purolator with an issue, they understand our business so well, they come up with innovative solutions that work," she says.

Automation Eliminates Errors

CIBC has automated a great deal of its shipping procedures to reduce errors and questions. Edwards explains that CIBC's system will prompt the user to complete fields that have missing information, will prevent the selection of specific services such as next day morning delivery for locations where it is not available, and provides the costs and transit delivery times upfront allowing CIBC employees to ship faster and easier.

"Automation is the key to avoiding problems," says Edwards, noting a next step in the automation process will be to increase use of online or Purolator E-Ship™ Server (ESS) shipping at the branch level, as well as integration into the bank's enterprise software.





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Automation tools allow for maximized efficiencies by defining preferences upon set-up, making it is easier and faster to send subsequent packages. In addition, new products and new expanded 10:30a.m. delivery points can be added to systems automatically without the need for installation and uploading.

The Future

With a goal of continuing to increase the efficiency of their courier service, CIBC is looking to expand the use of electronic waybills or online shipping solutions throughout its departments and branches. The use of online shipping and electronic solutions not only reduces paper, but also ensures error-free shipping of their packages locally and internationally.

Edwards has also been meeting with CIBC's dedicated Account Manager to discuss options for a new delivery service in strategic Canadian locations. She is encouraged by the potential to have the same national provider handling all their shipping.

With Purolator, CIBC gains the added benefit of a supplier equally focused on sustainability and environmentally responsible values.

Reducing Environmental Impact

While CIBC's core business is in the financial services sector, reducing its impact on the environment is a key focus for the company. It is constantly working with suppliers to increase its green initiatives. With Purolator, CIBC gains the added benefit of a supplier equally focused on sustainability and environmentally responsible values.

Purolator is currently working with partners to test and evaluate the effectiveness of a 'Zero Emission' fully electric vehicle called the Quicksider. This vehicle complements Purolator's existing fleet of 49 New Hybrid Electric Vehicles (HEV) operating in Canada. In 2008, Purolator added an additional 105 HEV's to its fleet with another 50 planned for this year.

For more information about how Purolator can partner with your organization to exceed your customer's expectations, call a Purolator Representative today at **1-888-529-9777**

* Certain terms, conditions and geographical restrictions apply. See Purolator's Terms and Conditions, available at www.purolator.com for details.

** International Trade Assist is only available for qualified customers.

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