



# EASING THE ANXIETIES OF HIGH-VALUE SHIPMENTS

"We are using UPS Proactive Response™ Secure not only to transform our business, but to transform the precious metals industry," said Tarek Saab, chief operating officer and co-founder of Texas Precious Metals, and a finalist on the fifth season of the television reality show *The Apprentice*.

"We started this business in 2011 with zero customers, and this year we'll do over \$200 million," states Saab. "We believe that UPS Proactive Response™ Secure has been critical to our phenomenal growth and, even more importantly, UPS supports our business philosophy — we really see it as a partnership vital to our delivery process. The speed of delivery and high level of security, in tandem with the insurance protection from UPS Capital®, go hand-in-hand to ease both our clients' anxieties and our own."

## Securing customers' savings

"We understand that people investing in precious metals may be sending us their life savings, so we designed our supply chain for speed and customer reassurance," continues Saab. "Today, the industry's

average delivery time, from when the customer wires the funds to delivery of the package, is normally six to twelve weeks, which is incredibly frustrating to the customer. It holds the customer's funds at risk and makes the buyer very vulnerable.

"We do not do business that way. At Texas Precious Metals, from receipt of the customer's funds via bank wire to delivery of these high-value goods, the process takes no more than three days. This is one of the reasons we migrated from using ground shipping with another carrier to using UPS Next Day Air®. Using an effective, quick and secure method of delivery is a priority."

Most recently, Texas Precious Metals collaborated with UPS to create a customized UPS My Choice® alert just for its customers. Clients receive a Texas Precious Metals' branded alert on their computer or smart phone which includes a hyperlink to its website. By using UPS's advanced tracking technology, customers are comforted knowing that their highly anticipated and valuable shipments are safely on their way.



## Challenge:

Entrusted with large sums of customer money, Texas Precious Metals was seeking a way to reduce risk and reassure customers as it grew. Although other shippers were previously used, in order to revolutionize the industry, Texas Precious Metals wanted a service that would reduce its liabilities and provide its customers true peace of mind.

## Solution:

UPS air shipping solutions, combined with UPS Proactive Response™ Secure, provide greater speed and reliability. Transaction time has been cut to no more than three days and includes 24/7 monitoring and insurance, comforting clients and protecting Texas Precious Metals.

## Providing a rock-solid solution

"We are a service-based business; we do not have sales people," states Saab. "We never want our customers to feel they were coerced into their buying decisions. We're here to educate and enlighten. Therefore, our service partners must possess the same service mentality. They are extensions of our business.

"We tested other carriers, used third-party insurance providers and even self-insured, but it wasn't until our UPS and UPS Capital representatives brought our attention to UPS Proactive Response™ Secure that we felt we had a rock-solid solution for our speed and risk management needs," confirms Saab. "We are seeing the benefits of this service, as evidenced by how our clients are absolutely thrilled with the speed of delivery. We have a loyal and committed following and tremendous advocacy for our business. UPS Proactive Response™ Secure is integrally tied to our clients' perceptions of our business.

"The benefits of this service are such clear differentiators for our customers and for our business that we believe we are transforming this industry. We regularly analyze our business risks, calculating our risk profile as to where we are most vulnerable. One of our biggest anxieties with our growth was that the more we shipped, the more we escalated our risk and potential liability for loss and theft. Solving this dilemma with one seamless solution — UPS's proactive, twenty-four-hour, seven-days-a-week monitoring service combined with insurance — was perfect," remarks Saab.

## Transforming an industry

"Prior to using UPS Proactive Response™ Secure, the influx of client inquiries into the location of their shipments required an incredible amount of time and effort on the part of the staff. Fortunately, the twenty-four-hour monitoring provided by UPS Proactive Response™ Secure has freed up capacity and allowed our staff to focus on what they do best. We've also been able to eliminate work in the area of claims management. It used to be that



filing claims and trying to get paid could take up to a year. Now, we have the confidence of knowing that UPS Capital will quickly and efficiently manage the process on our behalf.

"Working in a field you love is something everyone hopes they can do. But being able to transform an industry is the fulfillment of a dream. In the two short years Texas Precious Metals has been in existence, we've changed how customers buy precious metals. In part, this is thanks to UPS Proactive Response™ Secure," confides Saab, "and we're seeing the impact in our clients' newly found confidence and our growth."

## About Texas Precious Metals

Texas Precious Metals LLC ([www.texmetals.com](http://www.texmetals.com)) is a subsidiary of Kaspar Texas Traditions, LLC. Founded in 2011, Texas Precious Metals began as a precious metal wholesaler and quickly expanded into the retail market. The company is rated A+ with the Better Business Bureau and recognized by the United States Mint as a national bullion dealer and a market maker for U.S. Mint products. Kaspar Companies, founded in 1898 in southern Texas, is a fifth-generation family-owned business. The company's roots began when August Kaspar made and sold his first wire basket from discarded smooth wire fencing. A neighbor saw the basket and ordered one, and thus began the legacy of the Kaspar Companies, which today includes: Ranch Hand, the nation's largest manufacturer of heavy duty grill guards; Kaselco, which offers wastewater treatment products; and Kaspar Wire Works, which manufactures stock and custom products from wire, sheet metal and tubing.

## Texas Precious Metals Value Proposition

- UPS Proactive Response™ Secure provides a seamless solution with 24/7 monitoring and insurance coverage that saves staff time and simplifies claims management.
- UPS air services, including a next-day option, drastically reduces the transaction time between the wiring of funds and delivery.
- UPS My Choice alert, customized for Texas Precious Metals' customers, notifies recipients via computer or smart phone that deliveries are on their way.

*"We've changed how customers buy precious metals. In part, this is thanks to UPS Proactive Response™ Secure," confides Saab.*