

GLOBAL 3PL

The Challenges

The customer's office was being bombarded by phone calls, emails and text messages from clients wanting to know the status of their shipments. Dealing with these constant distractions and tracking down shipments was an inefficient use of their time. Their invoicing department had inefficiencies of their own, they often had to hunt down hard copy proof of deliveries before they could invoice their clients.

The Solution - TRACK

The SensorTransport team went to work and implemented some of our services and the TRACK solution including our SenTra app.

1. **TMS Integration** - We integrated their existing TMS (the most widely used TMS in the industry) with our cloud-based platform.
2. **Command Console** - The customer is able to manage shipments, view alerts and updates in real-time, communicate with drivers, and configure the mobile app to their specifications; all from the online Command Console.
3. **Branded App** - The customer deployed a fully branded version of our SenTra mobile app to their drivers, enabling them to track shipment location and status in real-time. Drivers also take pictures of the delivery, creating an instant digital proof of delivery.

The Success

A successful trial in the Los Angeles and Detroit areas lead to a full North American rollout. The customer liked the fast deployment; the solution was implemented and collecting data within 60 days.

The customer now provides real-time shipment information to their clients when they call. They also send automated SMS and email notifications to clients, reducing the volume of incoming phone calls even more. Direct communication with drivers through the app is an added benefit, saving them even more time. Their invoicing department now expedites invoices by receiving proof of deliveries in real-time.

Their sales organization finds new opportunities by positioning themselves as innovators and by using their branded app as a key differentiator.

CONTROL YOUR CARGO
CONTROL YOUR NETWORK
CONTROL YOUR BRAND

ABOUT THE CUSTOMER:

Description:

A multi-national 3PL, air and ocean cargo freight logistics company.

Location:

HQ Germany

MEASURABLE IMPACTS:

- ✓ Network-wide increase in efficiency
- ✓ Reduced amount of phone calls, incoming and outgoing
- ✓ Faster invoicing and hence faster collection, creating a positive cash flow impact
- ✓ New sales opportunities created by the promotion of their branded app and premium services



Contact us via:
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