

LOGISTICS TRANSFORMATION: OPTIMIZING TRANSPORT ALLOCATION, FLEET UTILIZATION & DELIVERY VISIBILITY

Driving Freight Visibility, Fleet Efficiency and
Transporter Collaboration



ABOUT THE ORGANIZATION

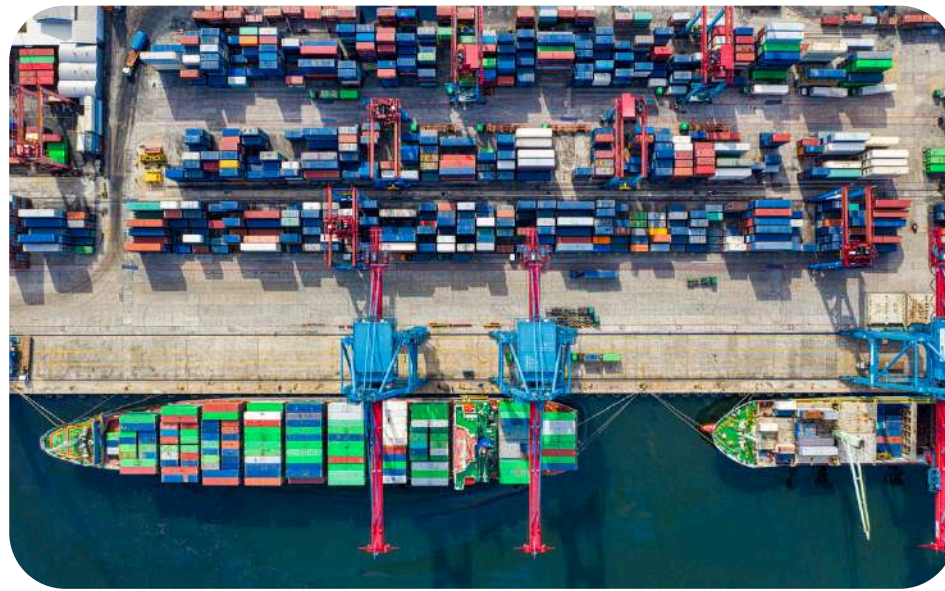
- **Mission / Focus Area:** Logistics including freight management, fleet utilization, transporter collaboration and delivery optimization across multi-location operations, handling FMCG and heavy goods, with high daily shipment volumes.
- **Size of Organization:** Mid to large-sized logistics enterprise managing 500+ transport partners, 1,000+ fleet assets and 50,000+ shipment transactions annually.
- **Key Programs:** Fleet and transport management, shipment dispatch, freight allocation, transporter collaboration and WhatsApp-based communication.
- **Tech Stack Before Implementation:** Spreadsheets, manual phone/email coordination, separate ERP and no centralized CRM.

CHALLENGES

- Manual transporter allocation resulted in delayed dispatch cycles, increased operational costs and inconsistent load distribution among transport partners
- No centralized system for comparing transporter pricing, fleet availability and shipment distribution.
- Limited visibility into fleet utilization, shipment movement and delivery exceptions.
- Distributor and transporter communication lacked automation, resulting in delayed and inconsistent shipment updates
- Relationship management with multiple transport partners was difficult while balancing pricing and fair load allocation.



SOLUTION



Transporter Request & Freight Allocation Management

Implemented a transporter request system enabling distributors to send load requests, compare rates, capture availability and optimize allocation.



Multi-Transporter Load Distribution Management

Designed a collaborative allocation model to distribute shipments across multiple transporters based on pricing, availability and relationship continuity.



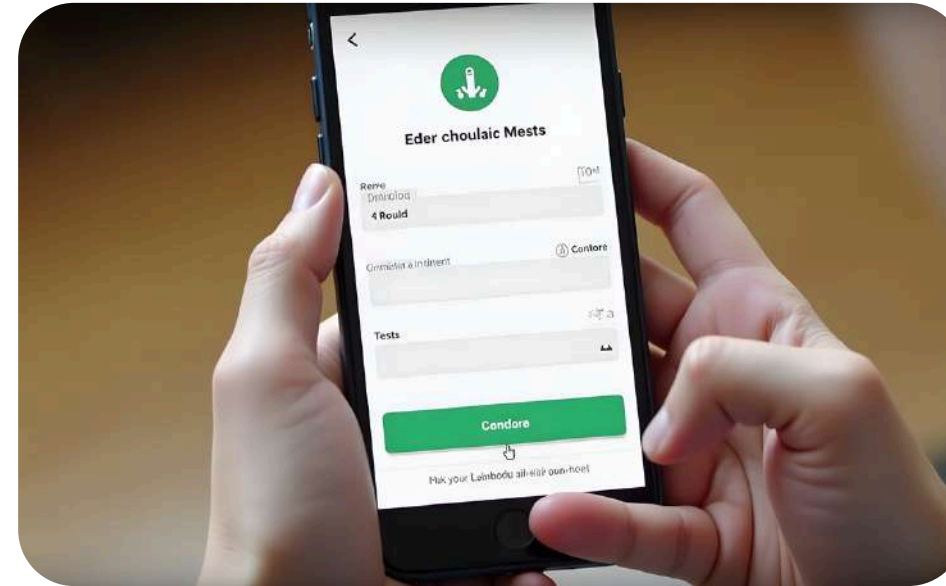
Fleet & Transport Management System

Implemented fleet management covering vehicle availability, utilization monitoring, dispatch planning, route assignment and transport capacity management.



Delivery Management & Tracking

Delivery management processes enabling shipment lifecycle visibility across pickup, transit, delivery, and exceptions



WhatsApp Integration for Logistics Communication

WhatsApp integration for shipment updates, alerts, confirmations, and customer communication



Intelligent Business Operations

Implemented capabilities including Sales, Service, Experience Cloud, automation and real-time operational dashboards.

IMPLEMENTATION APPROACH



Discovery & Requirements

Conducted logistics process assessment, transporter request workflow mapping and fleet management requirements gathering.



Logistics Configuration

Configured data model, transporter and shipment objects and workflow with allocation logic.



Integration

Integrated ERP systems and WhatsApp for seamless data exchange, along with automated notifications for updates and communication.



Data Migration

Conducted UAT, business validation and seamless production deployment to ensure solution readiness and accuracy.



User Training & Go-Live

Delivered dispatcher training, operations user enablement and transport partner onboarding to ensure smooth adoption and usage of the system.

KEY FEATURES DELIVERED



- 360° view of distributors, transporters and shipments
- Automated transporter request and response management
- Freight price comparison and optimized allocation engine
- Multi-transporter shipment distribution capability
- Fleet visibility and utilization monitoring
- WhatsApp-based shipment communication
- Real-time dashboards and operational reporting

RESULTS

- 35% improvement in transporter allocation efficiency
- 30% reduction in freight coordination turnaround time
- 40% improvement in fleet utilization visibility
- Faster shipment distribution across multiple transport partners
- Improved transporter relationship retention through balanced load allocation
- Reduced manual coordination through automated WhatsApp communication
- Centralized logistics operations with real-time decision support





CONTACT US

Empower your logistics operations with intelligent automation, real-time visibility and scalable solutions. Let's build the future of logistics together.



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