

CASE STUDY



INDUSTRY

Logistics

A Mumbai-based Indian logistics company. It is known to offer multi-modal integrated logistics and transportation services worldwide

Value Creation Modules

Customer and Partner Onboarding System

Unified view for all parties involved in a TEU transaction

Complaint Management

Managing customer & intermediate party (CHA) complaints, Issues and feedbacks.

Integrations

CFSMAG SMS Gateway, WhatsApp Bots & Website for Lead and Case synchronisation TEU transaction, SSO, Outlook and Teams

Quote and Tariff Management

Creating and sharing EXIM Quotation and tariff

Competitor Analytics

Business volume analysis, NPS analysis, SWOT analysis of competitors on any location

Intelligent Reporting

and MIS for all personas.

Team Management

Employee exit process and Account/Target transfer

Visit and Expense Management

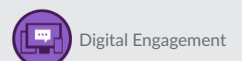
Visit planning and Expense generation basis geo location capture.

Personas



- Sales Team
- Service Team
- Marketing Team
- All Cargo Management
- Dealers

Products & Technologies Used



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CHALLENGES

- No visibility of Centralised Customer master and mapping to CFSMAG.
- Lead sharing with internal and external team
- Quotation sync with CGSMAG, Finance team and Sales Team.
- TEU Transaction analysis with Sales efforts.
- Very high Turn Around Time for customer complaints hampering customer delight.
- Lack of competitor analysis
- Seamless login for ATL users to all platforms.
- Lack of unified business health dashboard across sales, service and marketing.

- Unified Customer master with validations and duplicate check.
- Sharing leads with internal and external system on a single click.
- Integration with CFSMAG for Customer mapping and tariff creation with a check in place for sanitised data.
- Capturing CSAT from customer and capturing NPS for each location as well as for competitors.
- Employee exit process and bulk record transfer to another employee.
- Visit management along with Geo-fencing for point mapping of each visit
- Expense management for auto calculation and processing from finance team.
- SSO and Email integration for seamless experience on multiple platforms.



SOLUTION



BENEFITS

- Increased sales, reduced marketing spends and higher churn ratio.
- Unified customer data and better collaboration with Sales and Operation teams.
- Efficient visit planning and hassle-free expense processing.
- Reduction in Average handling time and increased customer satisfaction.
- Seamless user experience through channels.
- Better control over business by virtue of real time reports and dashboards for business owners.