

Optimizing Operations through Digital Transformation in Trucking and Logistics Business

- A Case Study

Client

- A leading provider of trucking and logistics services based in Lyon, France.
- Operations are across multiple countries in European Union (EU)
- Been in business for over 12 years and serves customers in various industries
- Has a fleet size of 6000 vehicles.

Problem

- Inaccurate delivery ETA predictions and lack of real-time data leading to dissatisfied customers and missed opportunities.
- Lack of visibility into the operations limiting their ability to respond to issues quickly.
- Inefficient utilization of vehicles, drivers and other resources. This resulted in increased costs and reduced profitability.
- The absence of real-time data and insights led to difficulties in making informed decisions affecting costs and productivity.
- The manual dispatch process was time-consuming and error-prone, leading to delays in shipments.

Solution

- We implemented a system to collect real-time data from various sources, including GPS, vehicle sensors, fuel consumption, maintenance records, etc.
- A centralized data warehouse was created to store and manage the data collected.
- Using AI and predictive analytics we developed a system that provides improved delivery ETA predictions. This was based on historical data and real-time information such as traffic patterns, road conditions and vehicle performance.
- For real-time visibility into the fleet's movement and status, we implemented a real-time monitoring system.
- We incorporated an automated dispatch system to streamline the dispatch process and eliminate errors.
- Business intelligence dashboards were created and integrated into all departments and processes of the business to enable data-driven decision-making and performance tracking.

Business Impact

- The accuracy of ETA predictions improved by 21%, increasing customer satisfaction.
- The dispatch process was streamlined and the on-time delivery increased by 5%.
- Operational costs were reduced by 10% because of the improved and efficient systems.