



TRANSFORMING
LEGACY SYSTEM
FOR IMPROVED
CUSTOMER
EXPERIENCE

B I Z E S S E N C E

TRANSFORMING LEGACY SYSTEM FOR IMPROVED CUSTOMER EXPERIENCE

Industry: Logistics and Distribution

Solution: Logistics and Customer management

Business Challenge

The client, a leading Logistics Services Provider was looking for new ways to manage their complex logistics business more effectively. The client was unable to effectively communicate or collaborate either within or across organisation boundaries. Its systems lacked standardisation. As a result, the company suffered from inefficient transaction processing and excessive paperwork. For the customers, getting real time view of the consignment-in-transit was a challenge. The company's leadership knew they needed help to better collaborate their internal functions to improve customer experience. Achieving efficiency through an enhanced e-commerce solution was a multi-million dollar necessity.

How we helped

Bizessence partnered with Client in the task of developing an e-commerce solution that was standard, scalable and efficient. We began with interactive workshops and involved the company stakeholders at every step to achieve buy-in right from the beginning. In the process we discovered what was lacking in the old system and made sure that we were not recreating the same processes with different technology.

Impact

Our solution radically improved customer experience through real-time consignment tracking and automatic status updates sent to them. Physical file sharing and other paperwork work was significantly reduced with the introduction of the new feature of online submission of shipment documents. Automated business workflows with role-based access considerably lowered SLAs in approval processes. It also helped realise cost savings by reducing lead time. The client reports efficiency improvement in internal processes and also improved customer engagement with the new system.