

Business Case: Message Notification Alert to End Customer and Delivery Tracking platform.

General Information

Bok Seng Logistics Pte Ltd (BSL), provides 3PL solutions to our customers. Our services ranges from trucking, warehousing and deliveries. As part of our digitalization improvement, we hope to improve our processes by introducing technology into our current work flow. 2 areas of improvements which we have identified are as follow;

- 1) Automate the pre-alert notification to delivery receiving party after BSL customer service has carried out the pre-call. In this message, details of the cargo, time, address or other information specified.
- 2) An online platform that allows BSL's to track the status of their deliveries, and the delivery timing which has been stated.

Products

BSL's manage a wide range of cargos;

Home appliance - fridge, Television, wine Chillers, Washers

Bulky cargo – Air-con condenser, AHU, Others

Loose Cargo – Mixed items such as Furniture, bed, and palletized goods

1. Places

Customer service operations is managed from our office, located in Tuas and the pre-alert notification should be triggered from our customer service team.

Tracking of the cargo will be managed from us and can be monitored online. This platform should be visible to receiving party or BSL customer's as well.

2. Organization Structure

The persons and resources under the warehouse division will support what is needed to ensure the success of this implementation.

Customer service team will support the integration of the automatic messaging system.

Customer service and Traffic controllers will be trained to be users of this delivery platform system.

Issues Encountered

Below are the challenges faced by the BSL based on the existing process flow and system

1. Manual Texting through Whatsapp to inform customer, confirming on their delivery. Accuracy of the text message is also compromised due to human error.
2. Existing EPOD systems needs to be Andriod enabled which restrict the type of delivery contractors/teams that we are using. The existing platform doesn't allow us the flexibility to amend last minute changes (I,e change of delivery team) after we have assigned the cargo to a delivery team.
3. Adhoc delivery is too time consuming to process through our WMS system.

Requirements

Provide the specific recommendations based on the information provided:

1. To automate the process of texting the delivery receiving party, confirming on the cargo, delivery time and any other special request (i.e manpower).
2. To develop the app for delivery track and trace, should BSL build a solution in-house, outsource to an external software company to code it, or purchase a solution off the shelf? Compare the feasibility of each, highlighting your assumptions and considerations.
3. Any other useful suggestions and improvements for example, to include feedback from customer on service level or service improvement needed including some bench marks level of service as determine by organisation, etc

Open House

The Open House will be at : Bok Seng Logistics Pte Ltd, 5 Tuas Avenue 3 **(Enter via Gate 4, Tuas Avenue 5), WH C**

- a. Friday, 4th May 2018* - 10.00 to 12.00 noon
- b. Saturday, 5th May 2018 - 10.00 to 12.00 noon

(* may be rescheduled depending on response)

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Team leader to send email to the contact person in advance regarding the number of persons going to the open house.