



Leading logistics firm streamlines operations and delivers superior customer experience with Aurionpro's SCMProFit

The Client

The client is a leading East Africa based logistics services provider which synchronizes several transport modes to optimize the supply chain for its end customers in Perishables, Pharmaceutical & Healthcare, Telecommunications & ICT, Humanitarian & Relief, Mining, Oil and Gas sectors across the world by leveraging its strategic partnerships with local authorities and first-class logistics suppliers.



Challenge

- Efficient management of multiple services for customers and management of customs during transshipments to improve delivery turnaround time
- Complex logistics involving local and cross-border transport
- Lack of visibility into product tracking, storage, and dispatch from warehouse
- Inability to track costs across various departments and branches, and generate bills for services
- Absence of centralized control of movement and management of various products such as pharma, oil, medical, electronic items in warehouse
- Inefficient tracking of inquiries related to services and lack of visibility into available resources



Solution

Aurionpro's SCMProFit, an end-to-end freight and warehouse management solution was integrated with WCA's WIN network to manage logistics complexities involved in the shipment delivery and provide complete visibility of products and shipments.

- Freight module for management of shipment through sea, land, or both
- Warehouse management system to define workflows and SOP across various products, customers, or both
- Inquiry module to capture footfalls and report generation for efficient analysis
- Interoffice billing for capturing cost for providing service to another branch
- Integration with Navision for end-to-end freight and accounting capabilities
- E-AWB (E airway bill) implementation through Win integration for airline updates

Results

Aurionpro's SCMProFit solution supports 561 agents, 100 users, and 952 customers - across 16 offices.



Aurionpro enhances service delivery and streamlines freight and warehouse operations for a leading logistics provider

Improves visibility and productivity, and enables real-time updates

The leading logistics services provider manages end-to-end supply chain for its customers across varied industries including perishables, pharmaceutical and healthcare, telecommunications & ICT, humanitarian & relief, mining, oil and gas. They were looking to enable seamless shipping operations across multiple channels including air, land, and sea, backed by efficient project logistics, warehousing, and distribution to improve customer experience. To achieve this, they needed optimized workflows, efficient management of multiple customer scenarios, seamless transshipment processes, product tracking, and rapid service delivery. In addition, the client required a warehouse system for systematic storing and retrieval of various types of products based on customer requirements, as well as unified service delivery across all branches.

The client partnered with Aurionpro to leverage its in-depth domain expertise. Aurionpro provided SCMProFit, an end-to-end freight and warehouse management solution, and integrated it with Navision - the accounting solution. The freight module was designed to improve visibility into products and shipments, while the warehouse management system was architected to optimize workflows.

In addition, an interoffice billing feature was added to enable seamless operations between offices and provide better customer service. The inquiry module enabled the client to better capture customer interest by analyzing customer enquiries. E-AWB enabled automatic airline and other updates, enabling the client to increase productivity by eliminating manual tasks.

By partnering with Aurionpro, the client was able to speed up their workflow and enhance transparency into end-to-end operations. By leveraging the SCMProFit solution, the client now provides real-time updates and e-tracking to 952 world-wide customers, delivering enhanced customer experience and satisfaction.