ADVANCED **DIGITALIZATION SOLUTIONS** TO OPTIMIZE THE **ORDER-DELIVERY CHAIN** FOR A LEADING DISTRIBUTOR OF **LIQUID FUELS**

A leading distributor of liquid fuels in an APAC nation wanted to exploit digital technology to the fullest to enhance their delivery process. Here's how Suyati helped them in increasing profitability by optimizing their order-delivery chain.

ABOUT THE CLIENT

A leading wholesale distributor of petroleum and petroleum products in an APAC nation. The client's target market is liquid fuel deliveries for constructions sites located in and around the capital city of the country. A leading liquid fuel supplier in the industry with more than 40 years of experience in delivering flammable fuel to busy constructions sites.

THE BACKGROUND

The client's primary aim or the differentiating edge is to treat delivery as a safety concern and not just a result of an order. Putting emphasis on active safety, the client wants to share delivery information to their customers on a real-time basis through notifications. In order to attain this, they wanted their existing application to be revisited to make it a safe platform for the following users:

- » Goods and services providers
- » Delivery drivers
- » Construction site managers (customers who order the fuel)

CHALLENGES FACED

Though direct competitors in this space are less, there lies a huge untapped opportunity for the client to gain rapid operational advantages. There were certain challenges that were major roadblocks hindering the client from accomplishing increased sales and monetizing every good opportunity that comes in their pipeline. Here are some of the major challenges that prevented the customer from getting increased ROI:

- » Safe filling and delivery of liquid fuel at the customer's site.

- » At the close of the day's work, the handheld device of the drivers will be synced with the system to update the delivery records (distribution status). This consumed so much time since the admins need to wait till end of the day to get the updates fed onto their system.

» Both the above challenges increased physical dependencies.

» Constant phone calls from call centers/ customers posed distractions for drivers while on duty and challenged safe driving.

» Inconsistent deliveries raised flags of concern and resulted in poor customer feedback.

» It was difficult for drivers to locate the exact point of delivery in massive construction sites.

SOLUTIONS DELIVERED

» An updated mobile application for customers and drivers that will provide real-time notification on the order delivery status to customers.

» Notifying the customer through the complete order delivery cycle.

» A customer can flag off the status of delivery completion by themselves so that the status gets updated across systems.

» Streamlined procedure to handle distress (for undelivered orders).

» Introduction of minimum point of interaction for both drivers and customers, like single-click feature to take up next order or mark the status of Results achieved.

» **The application is scalable to any number of orders-** There is no limitation with respect to the number of vehicles, customers or drivers.

» **Priority overrides proximity-** In case of multiple orders or orders received on the go, driver can easily prioritize the orders and deliver efficiently.

» **Exact location mapping-** The google map integration saves time for both drivers and customers and improves order handling efficiency. The driver becomes competent to take up more orders.

» **Improved customer satisfaction**- Safety and promptness of drivers build happy and loyal customers.

» **Implementation of microservices architecture**- The microservices approach overcomes the conventional monolithic challenges, eliminates long-term commitment to a single technology stack, reduces code heaviness and offers more flexibility.

TECHNOLOGY STACK USED

» **Customer's end:** iOS and Android based mobile application

» **Driver's end:** Android based mobile application

» **Admin's web application**: Node.js (server side), React JS (front-end library) and MongoDB (Database)

ABOUT SUYATI

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

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