

CASE STUDY

Seamless customer experience with optimized delivery chain for a leading petroleum distributor

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.

Learn more: www.suyati.com

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Executive Summary

In this era of immediacy, superior customer experience is the biggest challenge of disruptive enterprises; and it is almost impossible to deliver exceptional customer experience with legacy systems and processes. For this exact reason, a leading distributor of liquid fuels wanted to overcome these challenges and ease up the delivery task by leveraging advanced technologies to the fullest. Suyati helped the client increase their profitability by optimizing their delivery process with real time data access and end to end visibility.

About the Client

A pioneer in wholesale distribution of petroleum and petroleum products based in Japan, with more than 40 years of experience in delivering flammable fuel to busy constructions sites. The client's target market is liquid fuel deliveries for constructions sites located in Tokyo and surrounding regions.

Business Challenge

The client's reputation, which has always rested on providing world class service to their customer, stems from their concern for safety in a collaborative manner. Their primary objective was to share delivery information to their customers on a real-time basis through notifications, which would cater to the safety requirements of goods and service providers, delivery drivers and construction site managers.

Suyati's Approach

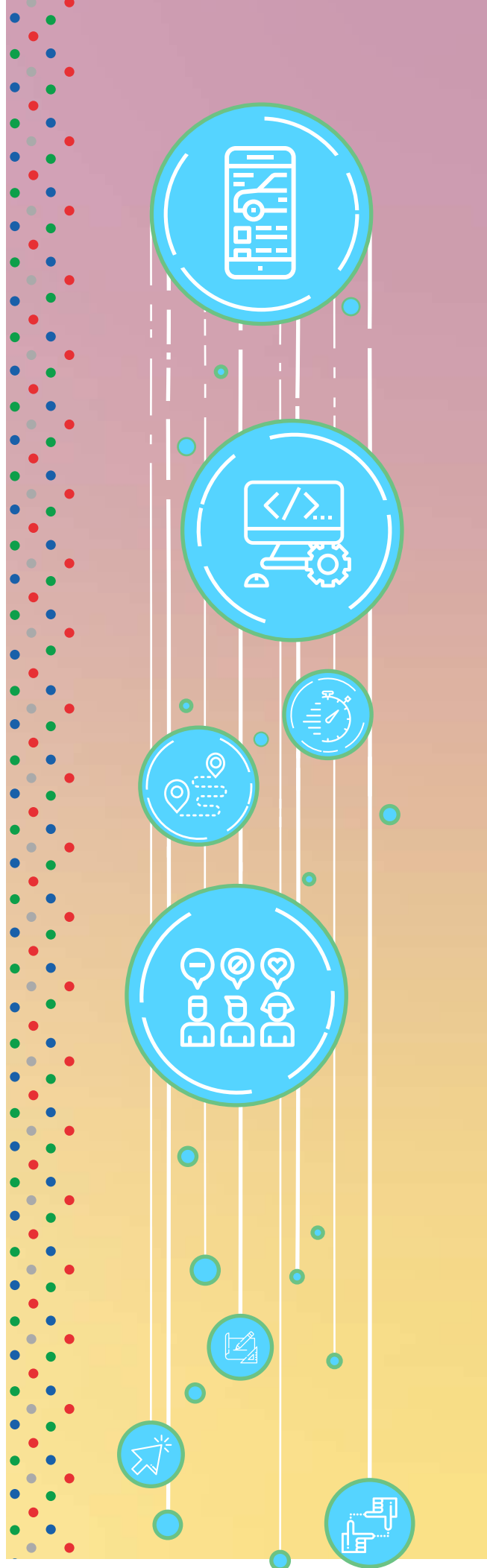
- Real time, data driven decisions
- Consistent delivery
- Scalability

Technologies Used

- For the customers:** iOS and Android based mobile application
- For the driver:** Android based mobile application
- For the admin:** Single Page web application with Node.js (server side), React JS (front-end library) and MongoDB (Database)

Suyati Solutions

- A mobile application for drivers and customers, which would provide real-time notification on the order delivery status to customers
- Streamlined procedure to handle distress (for undelivered orders)
- Single Click feature which helped in minimum point of interaction between drivers and customers



WHAT THE CLIENT LOVED

- Scalable application
- Exact location mapping
- Reduced physical dependencies
- Improved customer satisfaction
- Easier Integration with other systems
- Flexible architecture
- Customer and Driver Pain points resolved

WHAT'S NEXT?

The future works will be mainly centered on support and maintenance activities. The next phase also aims for a complete integration of the client's ERP system with our system to facilitate faster order scheduling and order placement.

