



DTDC Automates First-Mile Operations, Shrinks Customer Query Calls By 40% per Order

Top Challenges

- Increasing manual interventions and PC-based delivery execution
- Absence of robust cloud-based logistics infrastructure
- Lack of customer visibility into package handling

The Solution

Shipsy's AWS Cloud powered plug and play smart logistics management platform that ensured rapid digitization of logistics /delivery operations.

Business Benefits Derived

- 96-97% growth in real-time last-mile transaction volume
- 25-30% enhancement in customer communication speed
- Rapid scalability of delivery operations owing to cloud-based logistics architecture

About the customer and their mission



Established in 1990, DTDC has 7 Zonal offices, 20 regional offices, more than 9500 logistics partners and over 430 operating facilities spread across India. DTDC has now embarked upon transforming its identity from an Express Document Player to an Integrated Parcels-driven business. DTDC's customer base today includes individual consumers, large conglomerates, and global corporations.

In a post-pandemic world, DTDC defines its objective as a key reference player for their customers for all their supply chain and logistics needs. Leveraging modern tools and technologies, DTDC is rapidly becoming an embodiment of the philosophy of closer connections and smarter solutions.

Key challenges the customer had to address

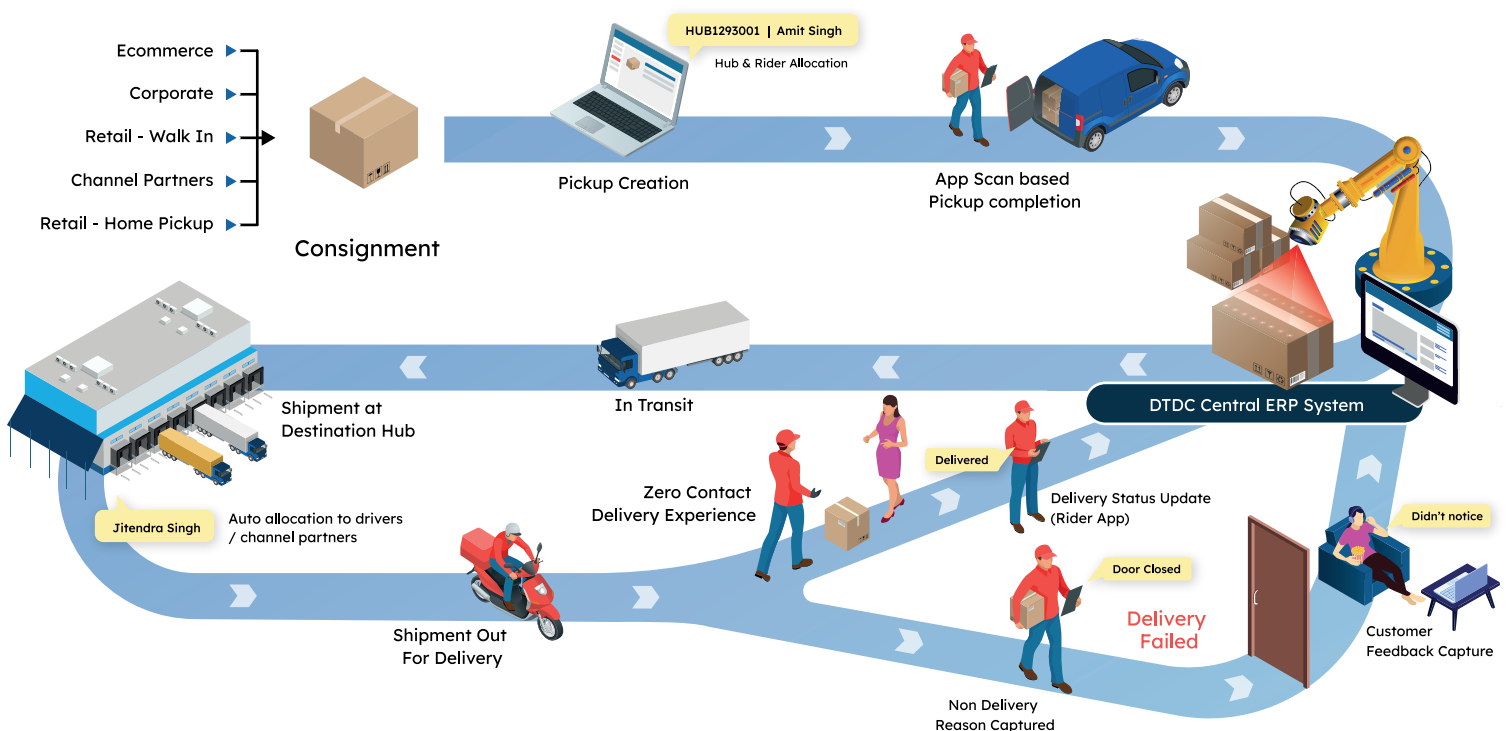
Rapidly evolving customer expectations triggered the need for DTDC to make the last-mile transparent, provide greater customer visibility into package handling processes and ensure highly efficient logistics partner management. Lack of digitization and automation were also making last-mile delivery management difficult. Here's a quick look at the problems DTDC had to address.

- Rapid increase in customer expectations and delivery demands
- Absence of robust cloud-based logistics infrastructure
- Increasing manual interventions and PC-based operations
- Lack of customer visibility into material/package handling processes
- Inability to efficiently manage growing distributor ecosystem
- Rising volumes of customer query call per order

Solution: Shipy's Smart Logistics Platform On The AWS Cloud

DTDC was looking for a future-ready plug-and-play cloud-based solution provider to help them in their digital transformation journey as a partner. Scalability, mobile-friendly and a platform-independent solution were three other key elements that DTDC was focused on.

Here's a look at the solution architecture.



First-Mile Automation Across Variety of Business Models

In the first mile, our customer had the following categories of clients:



Large international
e-commerce
companies



Smaller e-commerce
companies based in
Saudi Arabia



Retail customers
(individuals)



Customers that
needed reverse
logistics

Customer Portal

Shipsy automated first-mile operations for all the four types of customers by introducing a completely white labelled system. This is ensuring them to seamlessly:



Upload
consignment
data



Print shipping
labels



Raise pickup
requests



Track all their
shipments



Raise
cancellation
requests

The screenshot shows a web browser window with the Shipsy logo and a sign-in form. The form includes fields for email/username and password, a sign-in button, a forgot password link, and a checkbox for 'Keep me signed in.'.

← → ↺

Shipsy

Sign In to Shipsy

Enter Email Address/ Username

Enter your Password

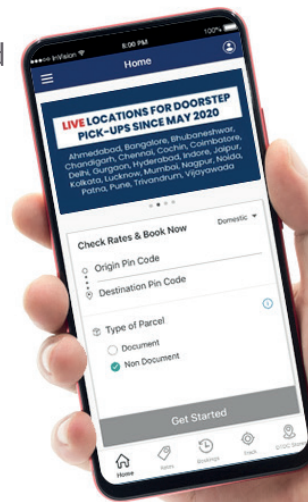
Sign In [Forgot Password?](#)

☐ Keep me signed in.

Mobile First: MyDTDC App For C2C Business

From traditional PC and excel based processes, we have empowered DTDC to go completely mobile. The My DTDC App is an Android and iOS enabled app that's helping DTDC to ensure:

- Complete branding along with customized carousel banners
- Integration of rate master and serviceability master
- Option to locate closest drop off point on map
- Option to schedule a home pickup
- Online payment integration
- Shipping label print



Key Benefits The Customer Gained

DTDC witnessed a rapid transformation in its last-mile delivery management infrastructure. From a 100% manual and PC-based last-mile execution, Shipy empowered the business to migrate to highly secured and responsive cloud-based IT architecture. Here are the key benefits DTDC reaped post-Shipy's implementation. Here are the key benefits DTDC reaped post-Shipy's implementation.

- 96-97% growth in real-time last-mile transaction volume
- Seamless deployment of Bring-Your-Own-Device (BYOD) policy
- Mobile first approach powered by AWS' highly available cloud architecture
- 99% increase in digital transactions
- Auto-scaling delivery operations and elastic load balancing driven by AWS Cloud
- 25-30% enhancement in customer communication speed
- Highly secured transactions owing to AWS' end-to-end secured cloud infrastructure
- 35-40% reduction in customer query calls per order

“I have a lot of confidence in Shipy owing to their track record. I think exploring or being at the cutting edge of the right technologies is in itself something Shipy has always pioneered and continues to invest heavily in. With Shipy, we have gone the whole spectrum from a very POC experimental stage to a more mature, stable, and well-governed way of working. The Shipy team is now very much a part of our overall management framework.”

Abhishek Chakraborty
Executive Director DTDC