

CEMENT MANUFACTURING · DIVERSION CONTROL & SLA

How Freight Tiger solved diversion problems and improved customer SLA for one of India's leading cement manufacturers

**IMPACT****100%**

Visibility, tracking of all trips on a single Freight Tiger platform, own fleet and market trucks with GPS and non-GPS

₹5-6cr

Cost reduction in freight by accurate plotting and measurement of distances between plants and consignees

20-23%

Improvement in SLA, resulting in greater customer satisfaction and improvement in sales

THE PROBLEM

India is the second largest cement industry in the world, only second to China. The total installed capacity is 500 million tonne per annum with capacity utilisation of 59%. The industry's transport intensive nature is driven by its inherent requirement to move raw material as well as finished goods.

Road transport (approx. 65%) is the preferred freight for the industry, enabling cement to reach the deepest corner of India and serving the customers. Generally, transportation comprises 20% of the retail price of cement in India, and hence tremendous focus is expected to rationalize the freight cost associated with a delivery.

KEY CHALLENGES

- ⚠️ Prevent diversions.
- ⚠️ Improving customer SLAs.
- ⚠️ Reduce freight cost.
- ⚠️ Reduce supply chain inefficiencies and bring value to customers and sellers.

SOLUTION

As a first step towards optimizing freight costs, Freight Tiger (FT) was able to digitally map 100% of every step of the freight process from indent to ePOD, along with exception management through control tower dashboard and managed services.

FT's smart algorithm allowed the team to identify diversions and action on exceptions in any trip. The module provided end-to-end visibility into the multiple data points generated at each stage of the trip to help in optimization decisions for cost reduction.

KEY FEATURES

- 🔄 End-to-end management of freight processes.
- 🕒 Accurate ETA prediction.
- 📊 Access to data at every stage of a trip.

BUSINESS IMPACT

- ✔ Visibility at the heart of supply chain planning: Freight Tiger, through its unified platform, seamlessly connects and provides visibility to all fleet and market trucks.
- ✔ A single window operation enables customers to view and manage their freight operations with astounding ease.
- ✔ Freight Tiger solutions bring freight rationalization for its customer by providing insightful data and analysis, which can be used to reassess their business goals.