

| TELECOM TOWER MANUFACTURING • FREIGHT BIDDING

How Freight Tiger's Bidding Platform enhanced vehicle placement discipline

IMPACT

1.5%

Freight rate savings for the customer in the first month

33%

Decrease in vehicle reporting TAT

OVERVIEW

The customer is one of India's leading telecom tower manufacturers. High vehicle placement TAT in their logistics division was causing significant delays in their project timelines. Their contracted transporters were unhappy because of the opaque and non-streamlined process.

KEY CHALLENGES

- ⚠ Delay in project timelines due to high vehicle reporting TAT.
- ⚠ Contracted transporters unhappy due to alleged favouritism and non-transparency.

THE FREIGHT TIGER SOLUTION

Freight Tiger introduced the FTN Bidding Module to bring end-to-end transparency to the bidding process. The bidding module enabled them to digitize the entire experience, thus bringing time efficiencies to different legs of the bidding journey.

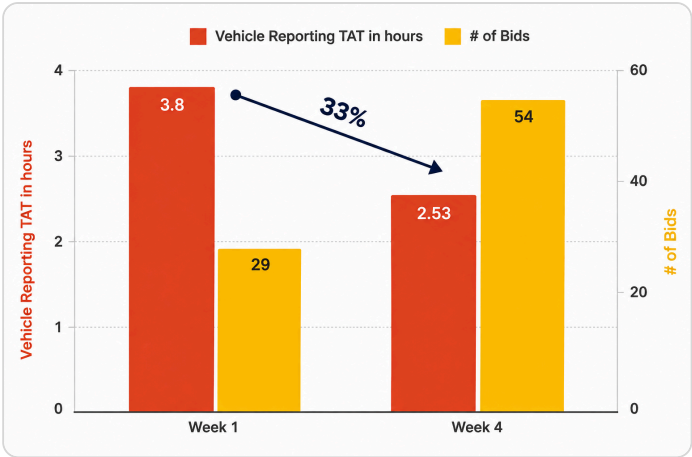
Pre-specified deadlines assisted in incorporating discipline amongst the supply partners. The customer utilized the analytical power of the platform to full effect, and alongside Freight Tiger's Control Tower Team, organized multiple training programs for the transporters, highlighting data-backed insights and specifying the importance of punctuality.

The contracted supply partners appreciated the platform owing to the regular tech-enabled notifications and Control Tower powered reminders. Moreover, it brought neutrality to the entire process and reduced favoritism in the system.

TOP 10 ANNUALISED FREIGHT SAVING ROUTES (₹)



REDUCTION IN VEHICLE REPORTING TAT



BUSINESS IMPACT

- ✓ Freight Tiger's Bidding platform helped reduce freight spend by 1.5% within the first month.
- ✓ Vehicle placement TAT reduced by 33% in a matter of weeks, driven by stringent step wise deadlines at each stage of the bidding process.
- ✓ Continuous follow up with transporters by Freight Tiger's Control Tower Team sustained the improvement.