



FMCG • INDENT MANAGEMENT • TRACK & TRACE

How Freight Tiger's Indent module improves placement efficiency

IMPACT

56% → 90%

Increase in Indent Placement efficiency

20%

Decreased OET (Order Execution Time)

OVERVIEW

A leading FMCG client wanted visibility of all stages in the indent process along with timely communication from transporters for better planning. They also wanted improvement in Placement Efficiency while reducing manual calls and emails for each indent.

THE PROBLEM

Consignors raise indents requesting transporters for trucks. The communication channel between the plant team and transporter is unstructured and requires constant follow-up, and the plant team is unaware if the vehicle will be placed for loading or not.

80 to 85% of indents are fulfilled through market vehicles. Contracted transporters call brokers and driver owners to place vehicles, and it's purely done through multiple calls. There is no channel for information to flow back to the consignor and provide real-time data. Lack of visibility on various indent statuses, manual work, and no performance benchmark were the few problems in traditional indent methodology.

THE FREIGHT TIGER SOLUTION

To help with visibility, Freight Tiger launched the Indent Module and provided training to transporters and the plant team. Consolidated alerts highlighted the action items for transporters and consignors.

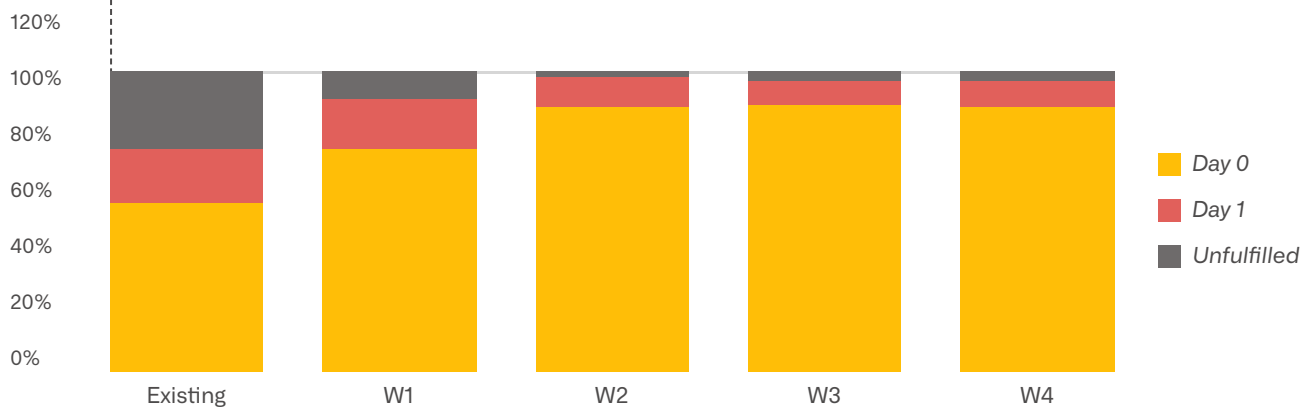
To ensure there were no hiccups in operations, Freight Tiger ensured usage by the plant team and handled change management for transporters to increase response on the platform.

The workflow was automated to ensure accurate bookkeeping of expired indents in sync with the bidding platform.

To help with complete visibility of the supply chain, the Control Tower software was activated, which provided accurate real-time status. This helped the plant team execute targeted calls and reduced manpower effort on manual calls.

---- → Launch & Stabilization

Placement Efficiency



Week on Week improvement in Placement Efficiency and decrease in Unfulfilled Indents

KEY FEATURES

✓ Reduction in unfulfilled indents

🗄️ Automation for accurate records

BUSINESS IMPACT

- ✓ Increased Indent Placement Efficiency on Day 0 from 56% to 90% within 1 month.
- ✓ Decreased OET by 20%, from 150 hours to 120 hours, through clear communication and planning the load at the warehouse.
- ✓ Reduced average manual calls to 1 from 5 for each indent.