

Real World Case Study



Automatic Car Lift Manufacturer

Digitization of freight sourcing process of India's leading automatic car lift manufacturers and a pioneer in building customized automated car parking systems.

Key Challenges

- A manual process for sourcing vehicles resulted in longer negotiations, fewer transporter options, and high freight costs.
- Manual negotiations were time consuming, requiring repetitive calls at odd hours as there was no clearly defined deadline for carriers to respond.
- Insufficient understanding of the vehicle allocation process led to trust issues and doubts.
- The on ground user had to wait for senior permission for every small action relating to vehicle allotment, thus prolonging working hours.
- Manual sourcing lacked insightful data like historical freight records that could serve as benchmarks & list of active and inactive transporters.



Key Achievements



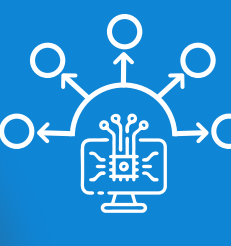
SP reverse e-bidding feature encouraged transporters to revise their bids and achieve a higher rank, promoting healthy competition & remarkable freight savings.



E-Negotiation takes merely 15 minutes, resulting in faster vehicle finalization & higher employee productivity.



A transparent bidding and allocation process helps build trust with transport partners.



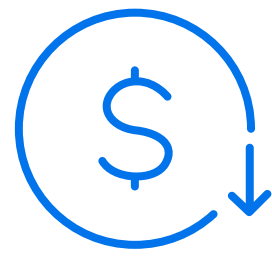
Complete audit compliance and records of ground level actions allowed the logistics team to make independent decisions without needing senior approval thus reducing coordination & vehicle finalization time.



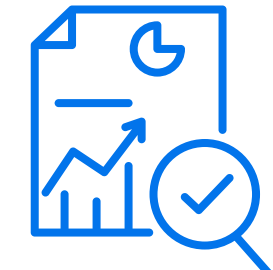
SuperProcure's reports and dashboards provide insightful data like freight trends analysis & transporter's participation rate.

Results

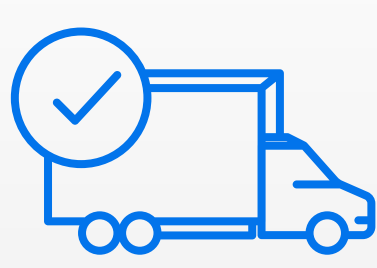
With SuperProcure's digital freight sourcing solution they achieved



19%
reduction in per kg freight spends



100%
audit compliance



25%
Faster vehicle finalization



Significant
increase in employee productivity

Testimonials



Imran Momin
GM Logistics

Transporters are very important to us, and thanks to SuperProcure, they no longer feel neglected. Now my transporters know a transparent and right process is followed, I have excellent relations with them. In the past, we had to call them (transporters) to remind them to respond. We don't have to call them constantly anymore. We now have free time to work on strategic activities and also have a peace of mind.



Akshay Deshmukh
Logistics Executive

Tech reduces stress, time and improved efficiency. My message to my fellow logistics professionals would be "no matter what process you follow you have to think from the perspective of how can we incorporate technology to minimize workload.