Case Study

Digital Transformation

Logistics

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Upgraded Platform and Connected Applications with Modern Features and Content

In a world that runs on **logistics,** demand for digital innovation has accelerated significantly to allow the fast, timely, and efficient delivery of goods throughout the US and globally.

Success story 1
Our client's application now differentiates them from other logistics services, directly facilitating an increase of 25% in the customer base, and reducing transportation costs by 12-15%.

Success story 2
The new carrier login feature brought at least a 35% growth in the number of carriers who access the client's platform and offer their services to end customers.

Success story 3
A 30% growth in speed and efficiency in support-related communication, through the newly implemented features.

Our client, a logistics technology company based in California, was looking to improve their speed and efficiency in support-related communication, while also increasing the number of carriers who access their platform and offer services to end customers, all through an effective digital platform.

Our team helped them achieve these goals through a series of deployments that addressed features such as AI-driven, Multi-lane Pricing, Spot Market Win/Loss Ratio & Lane Analytics, and a Workforce Management application that provides insights and analytics for organizational KPIs, creating transparency and collective incentive to drive performance and growth.

Breakdown of the Challenge

Our client considered the increasing need for an expanded technology workforce once the company started flourishing. As requests for additional features increased, our client realized they needed a technical partner who could manage and improve their digital platform.

The platform required the development of critical features related to pricing through strong software programming.

Because of the rising number of users and requests, there was a need to manage multiple applications simultaneously and a real-time evaluation of the general flow.

Although the actual online platform with its suite of applications was fully functional, it needed constant reviews, upgrades, improvements, and new features. It had to be continuously monitored to determine what needed to be modernized.

The applications had to be intuitive, simple to use, accessible to everyone. In other words, a complex infrastructure yet simultaneously user-friendly.

SOLUTION

Our specialists play a significant role in our client's plans to upgrade their platform and connected applications with modern features and content. These small, incremental, yet complex improvements are critical in fulfilling our client's market strategy.

1 **Personalization**
Our specialists receive change requests from our client's subject matter experts, establish the design and make sure newly implemented features are seamlessly integrated within the overall platform. For instance, one of the recently implemented features is the live chat, which helps the client's customer support agents act as a bridge between the platform and its users, providing them with personalized support when needed.

2 **Assistance**
The company knows it has someone to rely on whenever critical issues arise. Our specialists work on both scheduled and ad-hoc requests, balancing priorities, and market demand seasonality.

3 **Evolution**
Our specialists communicate their analysis and recommendations regarding the requested features, anticipating issues that may occur in various development scenarios. For instance, in the early days of the platform, carriers could offer their services only when invited to the platform, now they can subscribe and login themselves.

4 **Integration**
Our specialists introduced elements that make our client's app a comprehensive platform while keeping it intuitive, easy to understand, and integrated within daily activities. This, in turn, brought positive feedback from end users. This feature allows shippers to personalize their transportation and get the most reasonable price for a given route and cargo.

5 **Scalability**
Following the recommendation of our specialists, our client's product owners decided to adopt Angular as a primary programming language for its stability and flexibility to sustain a scale-up in business operations. Through our specialists' new transport creation feature, shippers can establish their transport track and choose from several carriers who showcase their prices for the requested service.

RESULTS

- Once the live chat was implemented, the speed and efficiency in support-related communication **grew by at least 30%**.

- On-demand assistance for a platform with the complexity of our client's application can make the difference between winning and losing a client. Scheduled development addressed features such as AI-driven, Multi-lane Pricing to allow users to acquire data for multiple lanes simultaneously to expedite pricing, Spot Market Win/Loss Ratio & Lane Analytics to **enable visibility into costs, revenue, and profitability** of all customers' lanes, and a Workforce Management application that provides insights and analytics for organizational KPIs, creating transparency and collective incentive to drive performance and growth.

- The new carrier login feature brought at least **a 35% growth** in the number of carriers who access the client's platform and offer their services to end customers.

- Thanks to the platform's customizable user experience features, our client's application differentiates itself from other logistics services, directly facilitating **an increase of 25%** in the customer base, and **reducing transportation costs by 12-15%**.

- Today, our client's application is now primarily developed on one of the most modern programming languages. The Angular technology stack allows our specialists to create an efficient interface for the apps, allowing easy management of all features in the order process.

LiftUp is privileged to be a technology partner that can help our client achieve their vision: to optimize logistics and streamline supply chains globally on an efficient, automated, and easy-to-use platform.

THOUGHTS FROM OUR CLIENT

"We were amazed by your developers and management skills."

"We had around 25% ROI from our collaboration."

"With your help we were able to get more work done and increase our workflow."

– Account Manager

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