



# Case Study

## Effective Freight Management

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### Service Excellence

Effective Freight Management (EFM) are leading Australian transport and logistics consultants with a strong focus on excellence in customer service. EFM have experienced significant growth in a short period of time based on their ability to provide competitive transport rates and a commitment to servicing the customer.

Due to their growth, EFM required a solution to satisfy their customer service requirements and further enhance their

strong competitive advantage.

Key to success, is the ability to rapidly book transport requirements, provide immediate access to customer enquires and maintain a history of jobs and customer requests.



Importantly, the solution would also be able to add further functionality such as Business-to-Business (B2B) interfaces to customers and transport carriers, and integrate to other internal systems.

EFM engaged InterDev to provide the solution and in conjunction with EFM, a solution was designed to meet their criteria.

The result is an efficient solution for EFM which allows them to better serve their customers by

providing a user friendly, custom built application. The time saved on data entry and phone calls allows EFM to provide even more proactive customer service to its ever expanding client base.

### The Future for EFM

Using the Customer Service Application as a core foundation to build upon, EFM are planning to extend on their investment to provide further streamline operational processes and improve customer experiences.

EFM's intended future enhancements include Self-Service online bookings, automated Track and Trace and direct links with carriers to streamline bookings.

InterDev's industry experience allows them to offer technical and business system suggestions to EFM to better engage with customers and carriers electronically.

The net result for customers is a one-stop transport and logistics provider, offering a premium customer service experience.

### InterDev Delivered

- Customer Service Application
- Intuitive Design
- User Friendly User Interface
- Scalable Application
- Valuable transport system experience
- Support For B2B Services
- Full Auditing Capabilities
- Paperless Office Environment

### Solution Summary

<b>Company</b>	EFM
<b>Industry</b>	Transport and Logistics
<b>Requirements</b>	Customer Service
<b>Solution</b>	Customer Service Application
<b>Benefits</b>	<ul style="list-style-type: none"> <li>• Improved Customer Service</li> <li>• Efficiency</li> <li>• Consistency</li> </ul>
<b>Delivery</b>	On Time On Budget

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