

"EMPOWERING EFFICIENCY" in supply chain

"The companies which would be successful in getting repeat customers would emerge as the winner in the courier and logistics industry which is rapidly getting commoditized"

Courier & Logistics – Growing Importance!

Over the past two decades, courier services have become increasingly important to the businesses needs which use "just-in-time" manufacturing, retailing techniques and supply-chain logistics in order to remain competitive.

Two main drivers for this industry are Supply chain efficiency and Customer retention. The more the businesses will be efficient and able to hold on to their customers, higher profits it will generate.

Why Mobile Messaging has become crucial in Courier and Logistics Services?

Packer & Movers

Mobile messaging enables customers to track their valuable express cargo and packages at various transit locations and hence increase the customer loyalty of these companies.

Third Party Logistics

Mobile messaging enables the 3PLs to reduce the TCO (Total Cost of Ownership) of the supply chain tracking system by providing them with an economical and reliable mode of 2-way communication.

Logistics cell - Enterprises

Mobile Messaging enables the logistics cell of the enterprises to become more efficient by helping them to track the inventory and dispatch through economical and reliable means.

Mobile messaging services empowers courier and logistics function to become more efficient and customer friendly.

ValueFirst's Killer Application

- o **Express** – Courier outlets in remote locations can be relayed critical information over GSM/CDMA network that can be displayed over the LED screen.
- o **Barcode Manager** – Bar-coded vouchers issued to premium customers based on their profitability to the courier company.

MESSAGING FOR COURIER & LOGISTICS

Bouquet of mobile messaging services

Pick-up/ Drop Automation

- Customers can request pick-up by sending in SMS.
- Send alerts to customer on issuance of POD number.
- Send alerts to customer on delivery of consignment.
- Send status of consignment at intermediate stages to the customers.

Promotion & Marketing

- Prospects can query the applicable rates for a particular city.
- Alerts can be sent on the launch of new product/service.
- Premium customer can be informed about the discounts.

Supply Chain Automation

- Automated order request based on the inventory levels.
- Transporters can send in the status of delivery of goods at intermediate stages.
- Corporate office can enquire about the status of inventory in a remote warehouse.

How our clients have m-powered their logistics operations?

DTDC

- Customer can enquire the city where service is available.
- Send **(PUSH)** delivery receipt to the customers at the end of the day.
- Delivery boy registers the delivery of package to the central office.
- Customers can enquire the location and phone number of the service centre which has dispatched the courier.
- Alerts can be sent to customers on the launch of promotions/new services.

BALCO

- Send **(PUSH)** the time of dispatch of order by the manufacturing unit to the corporate office.
- Dealers can query **(PULL)** the status of dispatch by sending in SMS to the corporate office.

ValueFirst's USP

- 24 * 7 support
- Least time to market – deployment typically is done in one day
- The most scalable solution in the industry in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Provider of Carrier-Class Value Added Services such as delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to more than a dozen operators and aggregators international

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