

Transportation and logistics leader reduces scheduling effort by 92% with Catalytic

CHALLENGE

Needed to increase operational efficiency and improve the employee experience

SOLUTION

Catalytic helped address inefficiencies in its appointment scheduling process

IMPACT

Reduced manual effort by 92%, saving more than \$100,000 per year

Businesses in the transportation and logistics industry suffer from both internal and external pressures to increase their operational efficiency. Much of the operational work is manual and tactical and often fails to keep employees motivated and engaged, resulting in high turnover rates. At the same time, there's pressure to do even more with less. Consumer expectations today are higher than ever before, yet a recent survey found most (64%) are unwilling to pay more for the convenience of faster shipping.

This transportation and logistics leader addressed these challenges head-on with automation technology. They've developed a sophisticated strategy with a clear mission: align repetitive tasks with automation and enable employees to focus on the engaging, human-centric functions that drive value to the employee, the company and customers.

INDUSTRY

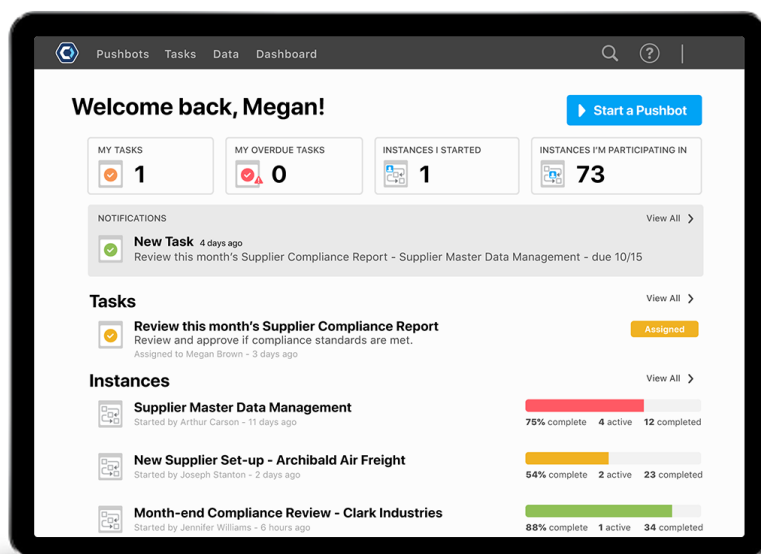
Transportation and logistics

BUSINESS PRESENCE

Shipments across 100+ countries

EMPLOYEES

10,000+



"This is where Catalytic and automation are really going to help us – to enable our employees to focus on the engaging, human-centric functions that drive value to the employee, the company and to our customers."

- Senior Manager, Operational Excellence
on the impact of automation

Set up for automation success

Automation is more than a one-time initiative for our client—it's a mindset shared by the entire organization. Internally, the company is structured in a way that enables automation to serve as a powerful, positive tool for employees.

The Customer Relations team is the largest department and is responsible for day-to-day operations on behalf of its customers. That function is supported by its Operational Excellence team, who works with those individuals to identify manual tasks and inefficient processes that can be improved by automation. From there, the Operational Excellence team collaborates with the Automation team to put together a path forward.

Because these teams are in place, change management is a seamless process. Members of the Customer Relations team are actively involved in identifying automation opportunities, and as a result are empowered to grow their skill sets and move into more value-added roles to support customers. The company's Automation team has created thousands of bots using AutoHotKey programming to elevate its employees and processes, and, with the addition of Catalytic, is able to take its automation strategy to the next level.

Automation in practice

Operations in the transportation and logistics industry generally revolve around the life of a load, from the product being made to its delivery location. There are many manual processes that go into a successful, on-time, in-full delivery.

- **Tracking/tracing** a load throughout its lifecycle to determine location and predict delivery
- **Managing load changes**—whether they be related to origin, destination, date, etc.—that could impact an on-time delivery
- **Scheduling appointments** for product deliveries at various retailers on behalf of clients, through an online portal, email or phone
- **Handling freight pay** at the end of every load, including reviewing invoice exceptions or accessorial adjustments

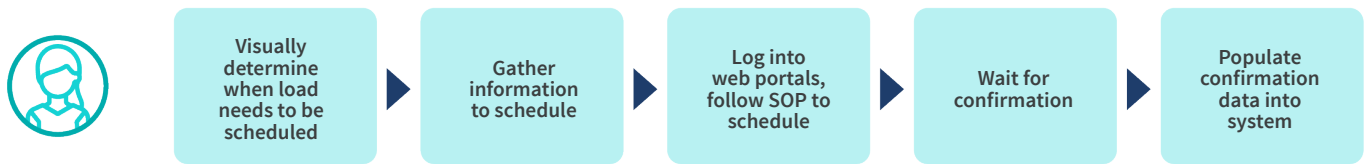
Our client is tackling appointment scheduling with the help of Catalytic. Prior to automation, this process involved several employees who would manually gather information from spreadsheets, websites, emails or via phone calls. After all data was collected, employees would log into several online portals and enter data as accurately as possible by copying it from different sources. This entire process accounted for 6,000 hours per year of employee time.

75%
of tasks
automated

92%
reduction of
manual tasks

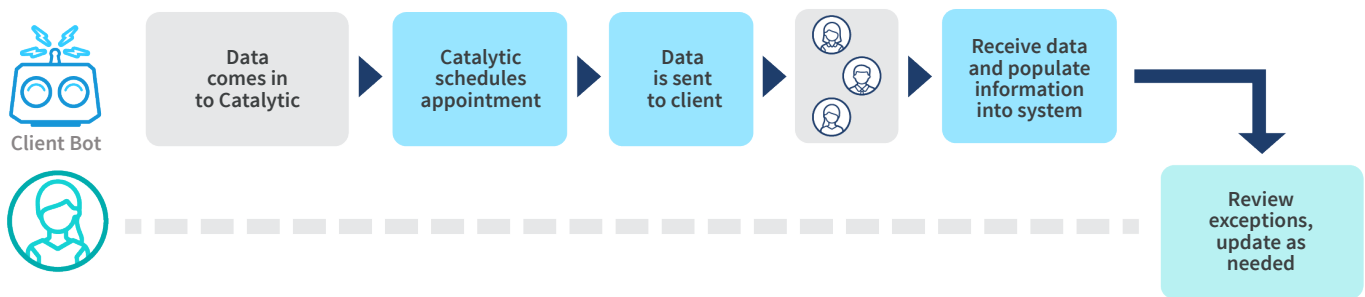
\$100,000+
in cost savings

Previous process



With Catalytic, this company has automated 75% of the tasks associated with appointment scheduling. Data is now collected automatically from forwarded emails, and then formatted appropriately and entered into different portals to set appointments as needed. The team is looped in only on confirmations and engaged as needed to handle exceptions and to continually improve the extraction engine.

Automated process



This process now takes up 500 hours of employee time, versus 6,000 pre-Catalytic. In total, the company reduced the manual effort required for appointment scheduling by 92%, resulting in a savings of more than \$100,000 per year. When fully scaled across the company, the company anticipates more than \$1 million in cost savings.

Employees are reaping the benefits of the company's partnership with Catalytic as well. Employees are moving into revenue-generating roles, which represents a more valuable, meaningful experience.

Future success with Catalytic

There's more to come in this company's automation journey with Catalytic. As a result of the ROI achieved in just one year, this client is scaling this process to its other divisions. In addition, the team has 11 more automation projects planned for other critical areas of its business operations.

Get incredible results like other Catalytic customers.

[See a demo](#)

Get a free consultation from an automation expert and start building.

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