

# MobileSTAR Can Turn Last-Mile Chaos into Confident Customer Service



**The “last mile of delivery” is becoming the most important to manage to meet customer expectations,** but Logistics Service Providers (LSPs) are struggling to keep up as B2B and B2C e-commerce sales explode. Carriers tasked with building customer loyalty through perfect deliveries are suffering from:

- › Error-prone and expensive manual and paper-based processes
- › A lack of visibility into an increasingly complex delivery journey
- › A need for better tools for personalized service
- › Performance and cost problems due to lack of process control
- › Lack of business insight from last-mile data

## E-Commerce Puts Pressure on Last-Mile Management

**\$1.1 trillion**  
in B2B sales

*Gartner predicts e-commerce transactions will reach this figure by 2020 and account for 12.1% of all U.S. B2B sales.<sup>1</sup>*

**\$453.5 billion**  
in retail sales in 2017

*U.S. consumers increased online buying 16% from the previous year, according to the U.S. Census Bureau.<sup>2</sup>*

<sup>1</sup> Louis Columbus, “Predicting the Future Of B2B E-Commerce,” Forbes, September 12, 2016

<sup>2</sup> CBRE Retail U.S. MarketFlash, “E-commerce retail sales hit \$453.5 billion in 2017, as brands invest in omnichannel,” February 2018



# How BluJay MobileSTAR Turned Around Dave's Day

BluJay's MobileSTAR is a configurable, end-to-end application that connects the carrier, operations, management, drivers, and customers with real-time data and automated workflows. Scan orders onto delivery vehicles; plus route, track, and obtain proof-of-delivery. MobileSTAR is a single, flexible platform to manage the entire delivery experience.

Drivers and workers can get started easily with the MobileSTAR application, which delivers the same experience on enterprise or consumer iOS and Android devices. As a stand-alone solution hosted on premise or in the cloud, MobileSTAR

offers seamless integration with existing enterprise systems, as well as pre-configured applications and easy-to-modify workflow configurations for specific needs.

MobileSTAR helps improve efficiency, reduce cost, drive new revenue, and increase customer satisfaction.

**Let's take a look at how  
MobileSTAR helped Dave, a busy  
operations manager.**

DAVE'S DAY

## Before MobileSTAR

**Dave works as an operations manager and oversees the delivery of thousands of orders each day.**



› He is unable to track orders and deliveries in real time because of manual methods, and rigid and disconnected delivery solutions.



› It is difficult to manage the complex process of moving inventory into delivery vehicles, routing optimally, and providing proof of delivery.



› The drivers trying to execute these complex processes are also challenged with varied technologies and manual methods.



› Workflow options are limited, putting stress on drivers and staff trying to manage the delivery process from end to end. Worse, Dave can't provide the personalized services that competitors can.

***His results are an increasing cost of delivery and poor customer service.***

## DAVE'S DAY After MobileSTAR



- › Dave and his team can manage the entire delivery process from start to finish with one platform — from the point of scanning an order into a delivery vehicle, to final delivery with photographic proof.
- › Drivers are quickly and easily connected with their iOS or Android devices, receiving instructions and street-level route optimization. MobileSTAR controls the process and provides GPS and timestamp updates on key milestones.
- › MobileSTAR's configurable framework allows for a unique customer experience, from the time they place the order to the time it's delivered.
- › Managing hundreds of drivers, delivery vehicles, and thousands of orders is easy, with unparalleled flexibility to tailor a unique customer experience that helps define a brand and build loyalty.



***Dave is receiving kudos and bonuses for improved customer satisfaction and loyalty, with a lower cost-to-serve.***

## CASE STUDY

# Productivity Up, Missed Shipments Down 50%

Northern Refrigerated Transportation was a growing business but did not want to add expensive resources as it grew. Dispatchers were already working 12 hours a day, and drivers were frustrated by long waits to get stop information. Productivity suffered in both camps.

Northern Refrigerated Transportation wanted a solution that had both driver and cross-dock functionality but without the cost of supporting multiple systems. In addition, the company wanted the transactional data to inform its data warehouse solution to help make better business decisions.

### Northern Refrigerated Transportation

- Services: Refrigerated LTL, refrigerated TL, distribution, cross-docking
- 220 tanks, 4 terminals, servicing western U.S.
- Drivers started using MobileSTAR in 2013; cross-dock started in 2017

### Outcomes with MobileSTAR



1.5 hours per day back to dispatchers, thanks to shorter calls with drivers and less manual data input



MobileSTAR status updates are integrated with Omnitracs geofencing for accurate times



Increased accuracy and timeliness resulted in a 300% increase in detention billing



50% reduction in missed shipments



Dock volume increased 6% with only a 4% increase in man-hours



Ability to electronically track the dock receiving freight from outside carriers



Full visibility of pallet location throughout the transportation network



MobileSTAR API-enabled integration with data warehouse

## CASE STUDY

# A “Win-Win” For Franchisees and Customers

In a challenge many carriers are facing, Fastway Couriers’ customers were demanding more real-time data about their parcel deliveries. With a thousand courier franchisees throughout Australia, Fastway needed to find a mobile workflow solution that fit into existing operations without disruptions and delay. MobileSTAR was the perfect win-win for everyone — Fastway, its franchisees, and its customers.

### Fastway Couriers

- Australia’s largest courier network
- 1,000 franchisees
- About 230 franchisees in Sydney
- Uses a hub-and-spoke model, with franchisees coming to the depot several times a day.

### Outcomes with MobileSTAR



Improved customer communications



15% fewer phone calls



15% fewer customer inquiries



10% improved courier efficiency



Watch this video for the [full Fastway Courier story](#).

# Take Control of the Last Mile with BluJay MobileSTAR

Isn't it time you leave the chaos of the last mile behind? Find out more about how BluJay MobileSTAR is boosting productivity and customer satisfaction with an easy-to-use app that is powerful and configurable.

[LEARN MORE](#)



**BluJay Solutions** delivers supply chain software and services to the world's most progressive retailers, distributors, freight forwarders, manufacturers, and logistics service providers. Transforming supply chain logistics with the BluJay Global Trade Network, we enable customers to unlock the power of more than 40,000 universally connected partners. With BluJay, companies can achieve greater trade velocity, transform their supply chain economics for disruptive advantage, and see beyond the horizon to optimize their future in the global economy.