



Transforming the day-to-day operations of a global workforce

CHALLENGE

To get shipments from origin to destination, thousands of interdependent tasks must be assigned to thousands of customer service agents. Even one misstep in the chain of tasks can cause serious shipping delays – and frustrated customers move on to competitors.

When a global shipping company set out to reduce costs, they discovered that improving task completion could help save tens of millions of dollars. They needed a technological solution to overcome siloed legacy systems, improve visibility into tasks, and automate manual workflows.

SOLUTION

Applying logic and automation to a unified data asset allows customer service agents to quickly prioritize and complete hundreds of thousands of operational tasks. The solution enables:

Task prioritization

Tasks are now systematically prioritized by impact so agents can focus on completing the tasks that are most important to customer satisfaction.

Task exploration

A detailed task view joins data from booking systems, container tracking systems, CRM sources, and more – giving agents complete context.

Task assignment

Task assignment logic allows the company, without any human effort, to intelligently distribute the global workload and incorporate local department-controlled criteria.

Task monitoring

Management tracks overall performance to monitor how task completion is contributing to organizational efficiency and customer satisfaction.

IMPACT

- Key tasks are scored by impact and prioritized in seconds (versus hundreds of hours) – this helps ensure retention of the organization's most valuable customers.
- Tasks automatically assigned to thousands of agents across more than 100 countries.
- Procedural efficiencies have saved the company tens of millions of dollars.