

Central American Post and Parcel Giant  
Implements LogiNext to Gain  
**100% Real-Time Visibility Over Parcel  
Movement**

**Deliver Smart.  
Deliver Fast.**

**Provide the Best End  
Customer Experience**



## About Cargo Expreso

For more than 30 years, Cargo Expreso has been dedicated to efficiently covering the needs of handling documents, packages and logistics in general for important companies in Central America. Grupo Algo, the parent company, has more than 50 years of experience in the administration of securities, security, logistics and parcels. It is a leading corporation that provides innovative, efficient and high quality parcel delivery services.



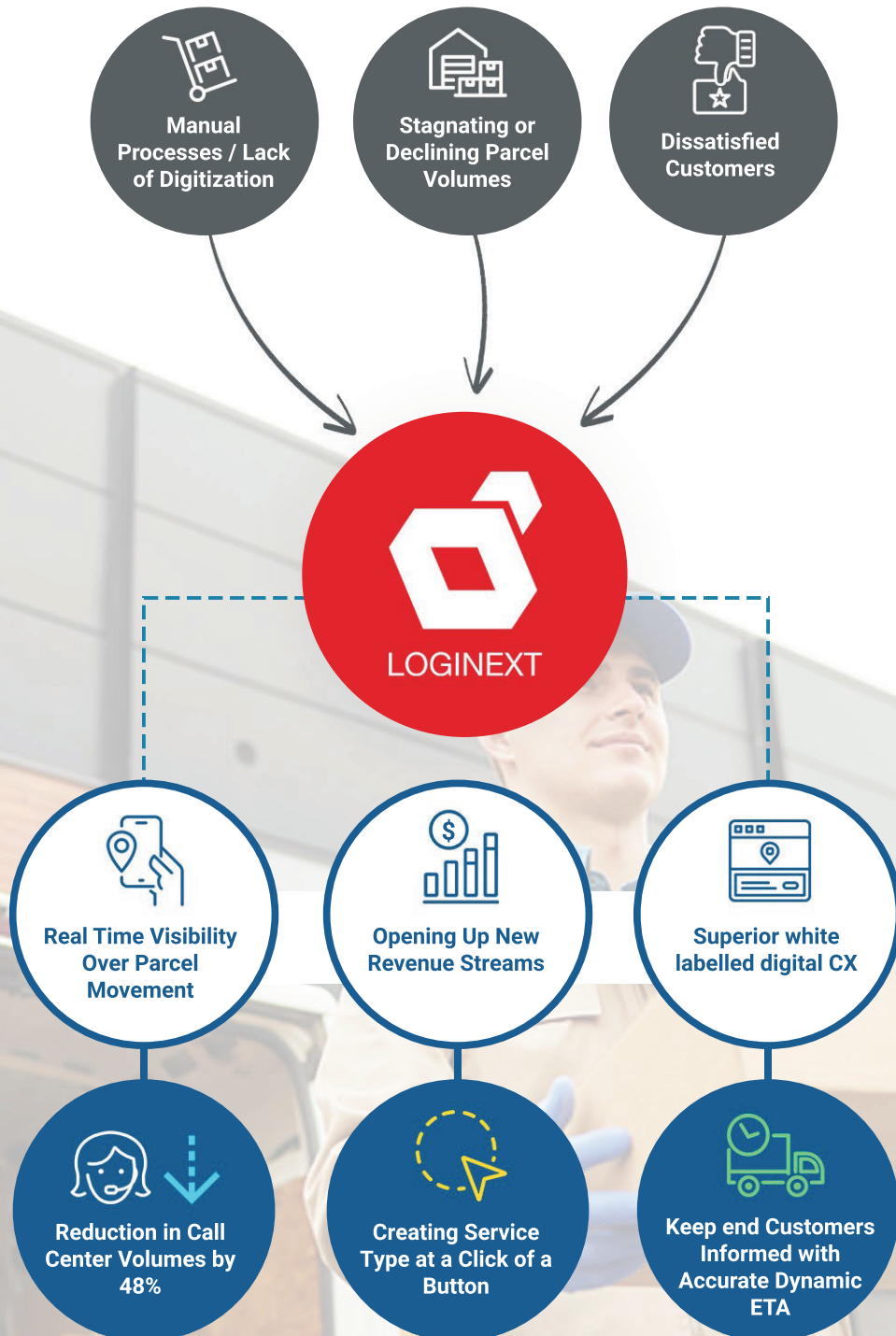
## About LogiNext

LogiNext is a global technology company that offers a Transportation Visibility Platform to Courier, Express and Parcel companies. The SaaS tool provides parcel and post companies a real time visibility platform that helps them to gain insights into logistical operations and deliver a great end customer experience. Growing at an average rate of 100% YoY, LogiNext is headquartered in New York and has 200+ enterprise clients in 50+ countries. The company is backed with \$50 million across three rounds of private equity investments by Alibaba-funded companies, Tiger Global Management, and Steadview Capital and has regional offices in Dubai, Mumbai, Delhi, Kuala Lumpur, and Jakarta.



# Not Having Real Time Visibility is an Issue

Ever since the pandemic, there has been a huge stress on the global supply chain and in 2021, LogiNext surveyed some of the largest post and parcel companies across the world. 100+ enterprises participated in this survey and one of the major challenges that was highlighted throughout the interview process was- “Lack of Visibility in Parcel Management”.



# Problem Statement

Post and Parcel industry has been an industry which has been caught sleeping by the eCommerce wave that has taken over the world. For this Central American Giant, one the of the biggest challenge was to fast track digital transformation and compete with the likes of Amazon when it comes to deliveries.

This company wanted to have complete visibility over its supply chain and it wanted to measure the impact by increasing on-time deliveries and generating higher revenues.



Lack of Visibility



Manual Processes



Declining Parcel Volumes



Poor End Customer Experience



Stagnating Revenues

# Solution

LogiNext's real time visibility platform came in as a solution for this Post and Parcel firm to undergo complete digital transformation. An easy to use plug & play SaaS solution with features like automated order allocation, predictive ETAs, 3D packing optimization, ePOD and other digital tools was implemented to achieve the objectives.

The firm reported a drop in call center volumes by up to 50% by implementing the real time visibility platform and helping its shippers open up new lines of business which resulted in 20% higher revenues in the first year of operation after implementing LogiNext.



100% Real Time Visibility



AI and ML Powered Live Screen and Mobile Apps



Better Delivery Management



A Modern and Easy CX



Opening up new revenue streams

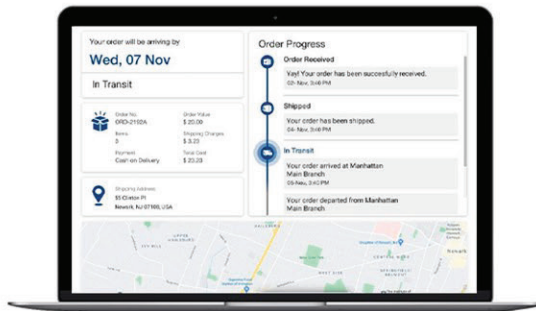
# How Exactly is it Done?

The most important screen for a CEP player on the LogiNext platform is the 'Orders Screen' where the firm is able to view in a single dashboard all the movement and insights of the orders. For a movement from country A to country B, several milestone based routes are defined after which the platform automatically picks up the best route and assigns orders. Route Optimization kicks in during the first mile (for order collection) and last mile (for final delivery) and once setup, the entire platform gives a complete overview of operations at the click of a button. There are several modules on the platform which helps one do this:

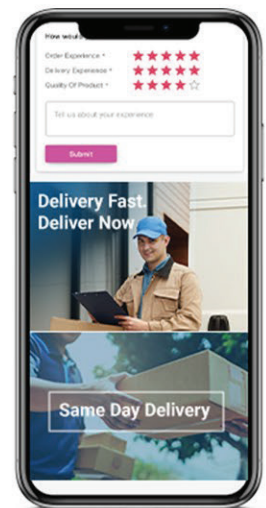
## Deliver a Great Customer Experience

Owning the Brand - 100% White Labelled Solution

Regular ETA  
Communication =  
No-Stress For End  
Customer



New Product  
Development=  
Add Curbside  
Pickup + Parcel  
Lockup  
Enhancement

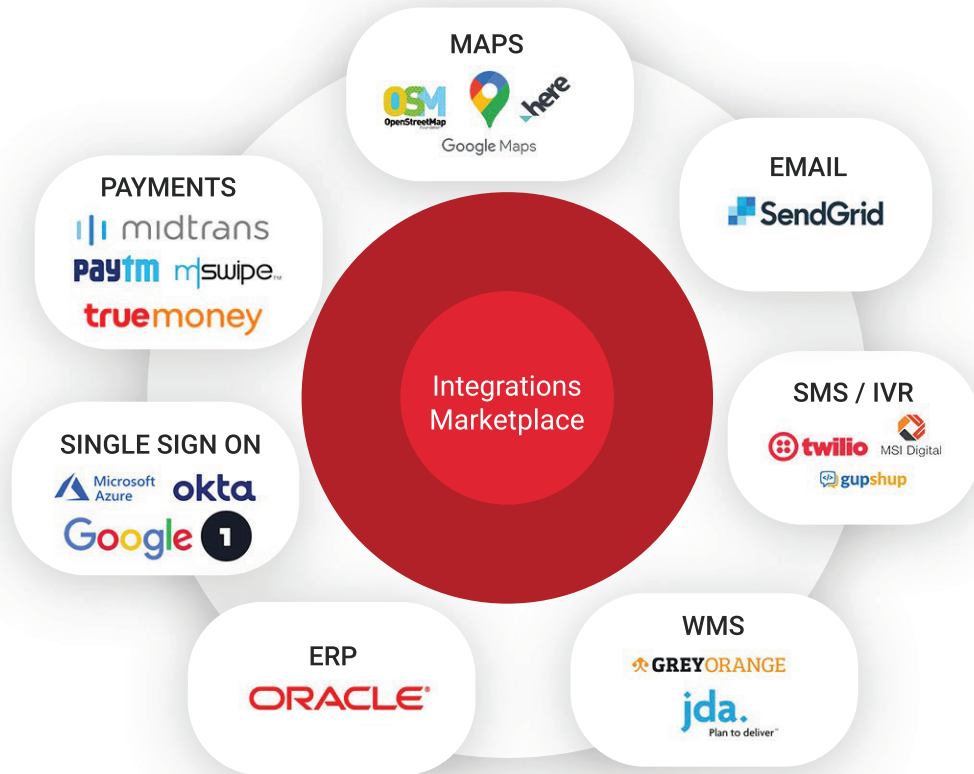


## Features Tailor Made for the Post and Parcel Industry

<b>Service Types</b>	<b>Service Types Profile</b>	<b>Route Creation</b>
<b>Shippers</b>	<b>Shipper Rate Chart</b>	<b>Holiday Calendars</b>
<b>Shipment Request</b> Auto-approval, Manual approval	<b>Shipment Creation</b> Desktop, Mobile app planning	<b>Order Lifecycle</b> Desktop, Mobile app planning
<b>Hub Scanning</b>	<b>Shipment Creation</b> Scanning, Permissions, Vol Handling	<b>Cash Collection</b> Cash On Pickup, Cash On Delivery

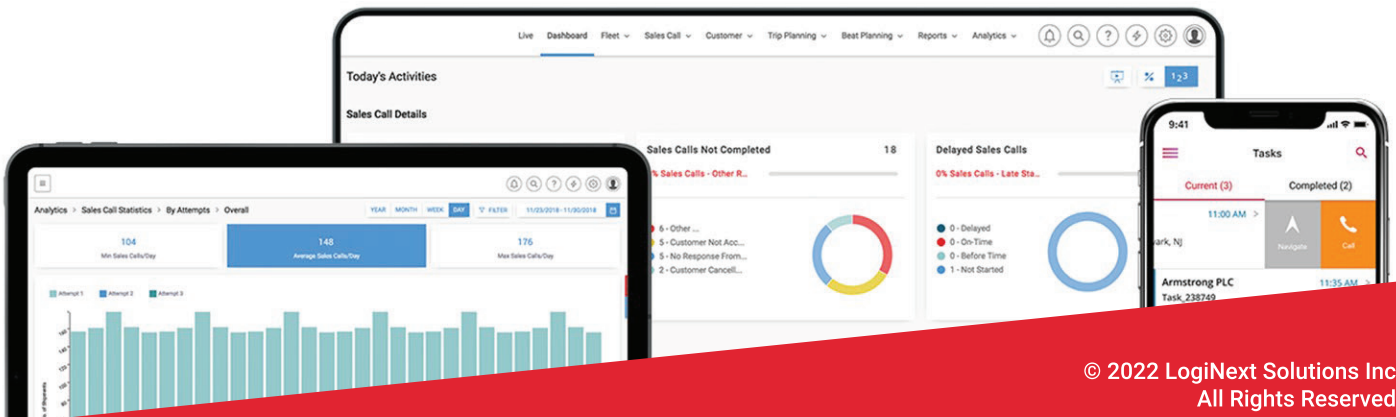
# API Token Management + Webhooks = Go Live in Minutes!

LogiNext's exhaustive technology integrations allowed this Post and Parcel giant handling millions of orders to go live in a matter of one week (including training for the operations team). LogiNext's extensive Integration Marketplace was brought in to make this happen:



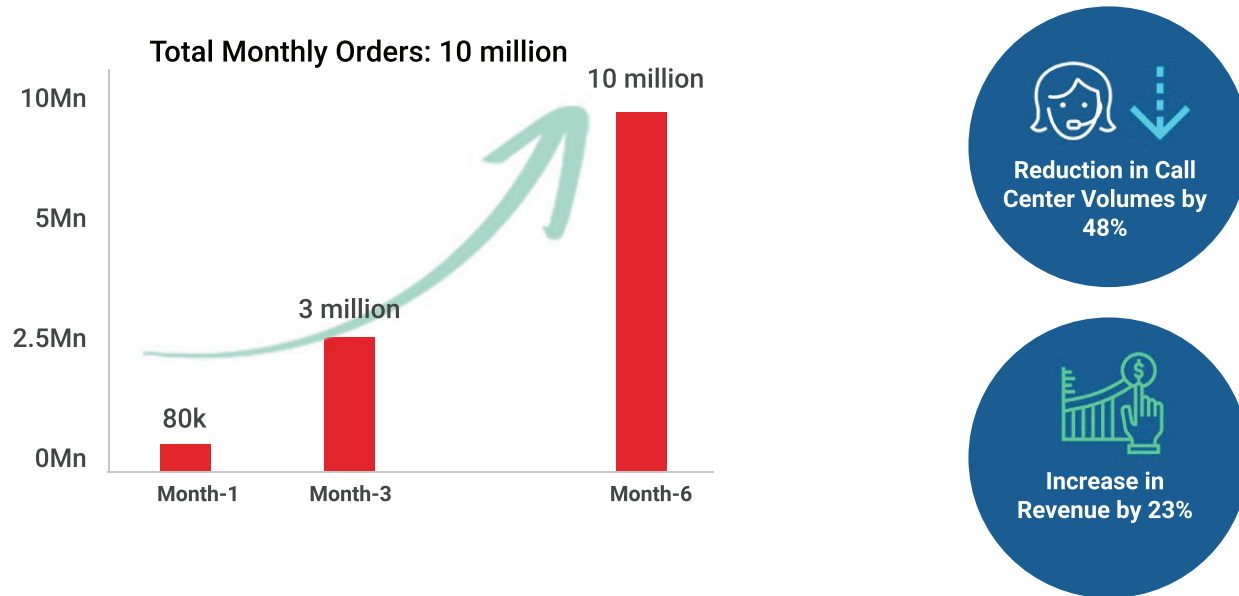
## Easy to Use, Self-Explanatory User Interface

Once the platform was made live, Cargo Expresso was set for success. With the easy to use LogiNext interface, an operations manager has a complete view of order management and the drivers are equipped with a modern mobile app to delivery happiness to the end customer, every single time. The LogiNext platform has an extensive knowledge portal which can be used to make the best of advanced settings to further optimize deliveries and increase operational excellence. Alongside gaining real time visibility over the entire delivery chain.



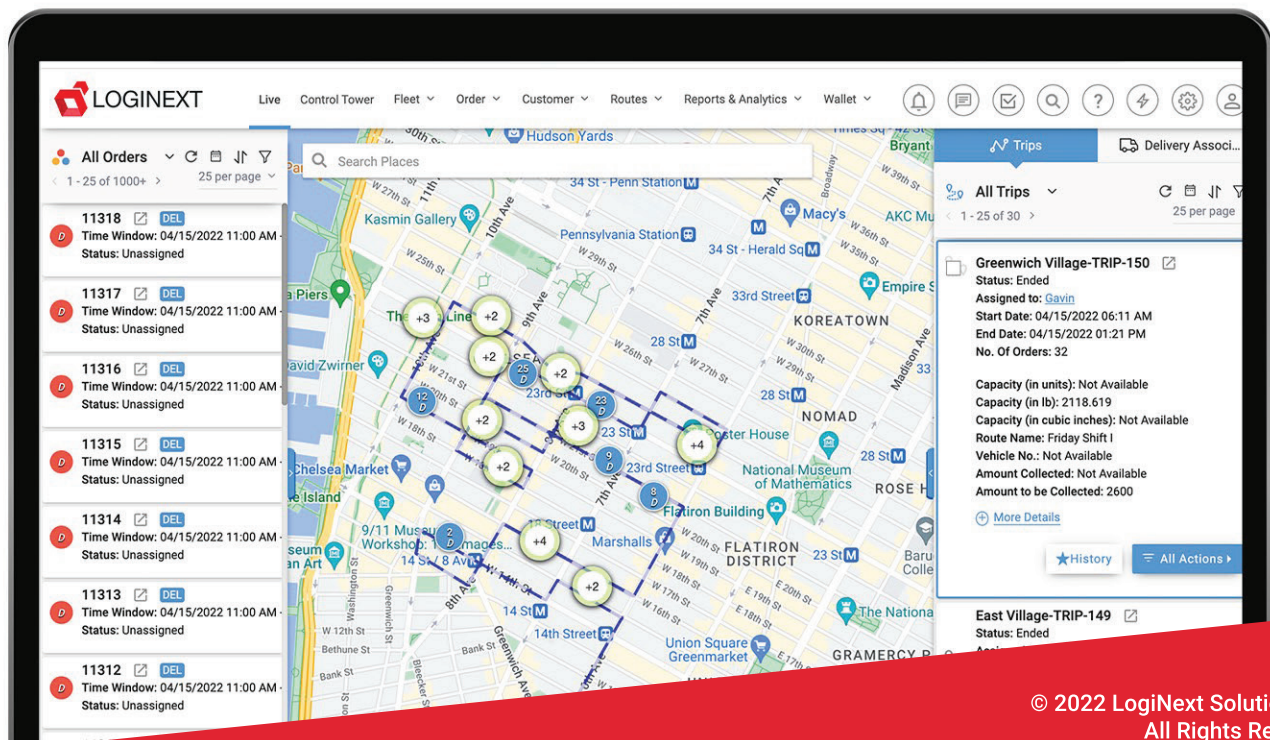
# Conclusion

Implementing the LogiNext Real Time Visibility Platform across several countries in Central America allowed the firm to reducing call center volumes by 48%, reduce distance travelled by delivery vehicles for the same number of orders by 29% and a corresponding increase in revenues by 23%.



## LogiNext Dynamic Routing =

14% Reduction in number of delivery vehicles  
29% Fewer kilometers traveled



## Confidentiality

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