Essential Guides

ROUTE TO SUCCESS IN THE AGE OF THE CUSTOMER

How transport and logistics companies can drive a connected and efficient future with digital
CHAPTER 1  Experience the future
CHAPTER 2  Reshape business models
CHAPTER 3  Move towards the digital supply chain
CHAPTER 4  Routes to success
  #1  Compete through customer centricity
  #2  Build a digital culture
  #3  Become a data-driven business
CHAPTER 5  Salesforce in transportation and logistics
Transportation and logistics firms are envisioning an exciting phase of new growth, as eCommerce continues to boom world-wide. It is projected to account for one tenth of global retail sales for the first time in 2017, and global trade is rebounding, according to the WTO.

The future offers ongoing growth opportunity, but the road ahead isn’t completely clear. Competitive disruption and industry consolidation, new technology, and exogeneous factors that range from regulatory changes, such as GDPR, to the security situation, to Brexit, all create concerns.

New technology offers opportunity and challenge in equal measure. Every person, everything and every business is now connected by social, mobile, cloud technologies. As a result, consumers are more demanding, expecting effortless service and total transparency.

Customer experiences are now paramount for everyone – not just those who connect with them directly, such as parcel carriers; it filters through to all who route, ship and deliver products. Every buyer is used to the ease and service speed of companies like Amazon in their personal life. Appetite for faster, easier B2B purchasing is growing too, whether in identifying a provider fast, getting instant quotes, advanced real-time tracking or choosing deeply personalised express services. It affects one-off orders and supply chain contract decisions, as brands seek suppliers and sub-contractors who help them deliver on customer promises.

The Age of the Customer is here. With it comes a need for omni-channel logistics that are optimally efficient and dependable, satisfy needs for transparency with more personalised, dynamic, speedy delivery options and enable amazing customer experience from start to finish.

1. eMarketer.com report, July 2017
2. World Trade Organisation press release, September 2017
Innovation and re-imagination are apparent wherever you look. Although hub-and-spoke infrastructures remain at the heart of networks, around them are now an array of innovative, disruptive ideas and new market entrants.

Digital-first disruptors are expanding the horizons. Crowd-sourced delivery brands, internet-based last-mile fulfilment services and digital freight forwarders, such as Cargomatic, Barnacle, Flexport and Uber Rush, are capitalising on frustration with the traditional pace and patterns of the business, with varying degrees of success.

Innovation isn’t limited to new players: business model reinvention is rife, with 3/4/5PL providers continuously adding new added-value services, and retailers building their own infrastructure. Innovative partnerships are announced almost daily. Diversification is common, as companies seek new revenue sources in the last mile and in spare capacity. It is shifting some into entirely new markets: Amazon is building a $1.5bn airline cargo hub, Deutsche Post is developing driverless vans, Alibaba is investing $15bn to build a global logistics network, and Finnish postal workers are mowing lawns.

With the power of digital data and technology behind them, there are few limits on how providers can potentially reshape to drive new revenues. Unfortunately, many companies are held back by inflexible IT that was never designed to interconnect, and data that is widely distributed between systems specialised to support only individual operations, such as fleet management, warehousing, port or marine operations.

Today’s challenge is to escape limitations of legacy systems, gain a more holistic perspective, and unlock new value from the networks and complex relationships that characterise this sector.
Chapter 3

Move Towards the Digital Supply Chain

In the past, the pursuit of greater profitability and efficiency have involved painful processes of cutting costs, pushing productivity and maximising capacity utilisation, in continual attempt to squeeze additional revenue. It was inescapable thanks to razor-thin margins and extreme price pressure, exacerbated by SCM marketplaces and portals, such as Cargoclix, GT Nexus and Freightos.

Now, a more efficient future is possible. Digital technology and data offers a wealth of new ways to drive better transparency and engagement in the supply chain, optimise every facet of operations, transform the back office, eliminate paper-heavy processes, and enhance the very act of transportation.

- Smart infrastructure, new vehicle technology, and autonomous driverless trucks and drone ships will change how cargo moves around the world.
- The Internet of Things (IoT) will connect every vehicle, lorry, ship, engine, container, pallet, person and process, enabling sensors to deliver data to leverage into value.
- Artificial Intelligence (AI) will change how decisions are made, how fleets are managed, how cargo flows, and how businesses plan.
- Blockchain will change how information flows and interacts in real time, automate operations and introduce smart contracts.
- Smart order picking with Augmented Reality (AR) headsets is on trial, drone deliveries are starting, and automated robot loaders are here already.
- The impact of 3D printing may transform the volume and nature of cargo and shift pressure to the last mile.

Technology now offers a truly automated, efficient future, with access to predictive intelligence that will unlock opportunities to optimise everything from resourcing to capacity, cargo flows, maintenance and turnaround times. It will enable real-time responses, automated and anticipatory logistics and much more As it enables companies to rethink their supply chain design, costs could be slashed by up to 30%, up to 90% of planning tasks might be automated, and inventories reduced significantly, all contributing to fewer lost sales thanks to superior service.  

You must be digital to secure your future – but what will it take?
The future we have outlined contains huge opportunity for growth. In the past, the route to expansion has been based on infrastructure expansion: buying companies, hiring more bodies, building new hubs or expanding fleets. Yet this did not resolve efficiency challenges, control cost, or reduce complexity – sometimes quite the reverse. Agility and the ability to innovate can become even more hampered, while IT architectures became even more convoluted and complicated.

It is now time to focus on information as a driver of growth, and enabler of future opportunity. Cloud technology delivers the agility you require for the future and the ability to improve your visibility, inform your decisions, help you differentiate, and create great customer experiences. With it you can maximise the benefit of technology innovation, and innovate around the customer, as you reshape around the shifting demands of the customer age.

Salesforce Customer Success Platform has all the assets to help you transform digitally, leveraging the super-scalability and flexibility of cloud to reshape your future. It complements existing systems, so you can continue to gain value from legacy IT investments, tackle their inflexibility, and accelerate your shift to a more online, digital, customer centric world. Without disrupting legacy systems for transport management, fleet management or warehouse management, it adds connecting capabilities and configurable functionality in key areas, so you can unleash innovation and opportunity.

**TRAILBLAZERS WILL...**

- Transform sales and service around their customer - getting to know them well, engage them better, sell more effectively and deliver greater value
- Build an agile digital culture and model that enables people and partner resources, unlocks innovation and enables future opportunity
- Use data to drive efficiency, inform decisions and transform operations - gaining all the benefits of real-time and big data
#1 COMPETE THROUGH CUSTOMER CENRICITY
Transform sales and service around your customer

Customer knowledge is often distributed and disconnected among legacy IT architectures including ERPs, TMSs and more. It leaves transport and logistics companies with no unified, 360-degree customer view with which to differentiate through effective sales and superior customer service, both of which are vital in a commoditised business. You may win initial orders by making the process easier and faster, through automated CPQ processes that enable faster delivery of complex quotes – but repeat orders require great service and deep relationships.

Customers now set the speed and quality of service. You must not just get to know them better, but engage differently, gain their feedback, and deliver superb service. Decisions are made daily among B2B customers about who to retain as partners, based on their end-customer experience as well as contract economics.

Customer-centricity overall not only builds long-term relationships and repeat orders, but also helps to sell to new customers and re-target existing customers. You can use AI to create predictive insight about prospects and score leads, so your sales team can focus on the right opportunities, and your marketing team can leverage all available data and analytic insights to create more compelling campaigns.

Salesforce Sales Cloud can help you turn more quotes into customer orders and establish a clearer and more accurate pipeline, while CPQ functionality facilitates quoting. It helps you to establish a 360-degree view of your customer, which will enable you to utilise Salesforce Service Cloud and Communities to deliver proactive service, enable improved self-service and create real-time service dashboards, delivering QoS that will encourage them to return. When they contact you for help, you can raise cases effectively with our contact centre solution.

Using Salesforce Marketing Cloud can then help you do effective, personalised marketing.

SYSCO

On the road to growth via connected employees

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Cloud technologies can increase agility beyond any functionality that your current systems can deliver, enabling you to make faster changes to your business model and reduce operational costs, without disrupting essential systems or processes.

Winners will not only modernise their interactions with customers, but will also embrace community platforms to transform the relationship with partners along the logistics value chain. They will build apps that revitalise employee experiences, facilitating their on-boarding, or maintaining digital connections with drivers. Effortless communication, information sharing and end-to-end transparency will ease critical processes, and troubleshooting, with integrated case management and communications.

Corporate culture can only thrive when it connects everything you do, inside and out. The interface with employees can be significantly enhanced with modern cloud, social and mobile technology. This can drive significant benefits in any industry that is resource-intensive, and particularly in industries with a complex mix of full-time, contract and part time workers.

Reduce costs and accelerate action with Salesforce AppCloud to digitise paper-based processes. Build communities with Salesforce Community Cloud that enable employees and partners in a complex supply chain to engage, collaborate and communicate with the aid of Salesforce Chatter.

**POSTNL**
Enhancing the employee experience in mail and parcels: [READ NOW >>](#)
BECOME A DATA-DRIVEN BUSINESS

Use data to drive efficiency, inform decisions, transform operations

To thrive, businesses must leverage data in new ways, absorbing real-time data from multiple sources to drive supply chain optimisation. Predictive intelligence will enable proactive and preventive maintenance, instead of reactive and remedial action. You can forecast the resources you need to meet intelligently-calculated demand curves, and adapt fast to changing circumstances.

Data can underpin service value for customers, and IoT will multiply this potential. Telemetry information holds untapped potential for value-added services and competitive differentiation, around temperature control, quality assurance, or richer visibility of connected cargo. Data-driven services, and offering valuable data to customers, can influence supply chain choices.

Rich data will transform operational efficiency, optimise the flow of goods, minimise delays or balance out forecasted demand peaks to maximise load factors. Connected IoT data will enable next-best actions and least-cost routing, and inform you about capacity. Combined with AI predictive insights means you could aggregate loads to maximise the container or truck utilisation of your network or that of partners. Benefits can be multiplied when offered to customers to influence their logistics decisions – such as grocery retailers who must plot purchasing around weather patterns, or general retailers who must plan around holiday and gift seasons.

“Like most other industries, transportation and logistics (T&L) is currently confronting immense change; and like all change, this brings both risk and opportunity. New technology, new market entrants, new customer expectations, and new business models.”

PWC, Future of the Logistics Industry

DHL

Delivering supply chain services in the cloud READ NOW >>
Data can improve cargo management or parcel handling, provide visibility for resilience, and let you use data such as the status of global trade routes, traffic data or weather, to manage risk and avoid transit delay. AI will deliver predictive capabilities to enable dynamic node-to-node route reallocation, or help make informed decisions to shift nodes on specific legs to keep cargo on track. Embracing real-time data means you can manage risk more easily and make decisions that keep your customers happy.

The Salesforce Platform can help you overcome legacy challenges and create flexibility to become data-driven. It can help you create connections between data in different systems and make it meaningful and accessible, around customers, resources, your network, and your existing systems of record. Using Salesforce IoT Cloud you can connect existing data streams and integrate new sensor feeds easily, to gain integrated views of data flowing from around your network. Analytics and predictive decision support are a natural fit with our AI-enhanced Salesforce Einstein Analytics Cloud.

“In a world where data and connectivity are the keys to the kingdom, new entrants could easily disrupt an air-cargo sector that all too often clings to legacy technologies.”

McKinsey Insights
Salesforce is one of the most trusted technology platforms in the world, helping our customers create their own customer-centred businesses and drive amazing customer success. It brings solutions built on the cloud that enable complete configurability to user needs, which lower total cost of ownership and bring freedom from many limitations of legacy IT, without causing disturbance to existing core systems. It connects critical organisational data, delivers organisational agility, puts greater control of processes and information in the hands of business users and delivers much faster time to market and value than traditional technology.

We already help many freight, parcel and logistics customers around the world, including some of the largest brands in air transportation, shipping and road transport. We have built an ecosystem of expert and specialist Independent Software Vendors (ISVs) who extend the capabilities of our platform and bring specialist knowledge to bear to create integrated specialist solutions.

“Being closer to customers and their industries is ever-more important as supply chains become more complex.”

DHL, Trend Radar 2016

Partners who have built their solutions on the Salesforce cloud platform include:

- NeuroRed offers powerful software for global supply chain including track and trace, freight rates management, and more
- Resilinc is a leading provider of supply chain risk and resiliency solutions for big data, mobile and AI
- Lanetix has one of the most widely used collaboration, CRM and workflow software solutions for the logistics industry
- CloudSense delivers a comprehensive omnichannel commerce platform that can bring logistics customers and companies closer than ever before
- Dapps.ai offers fully integrated blockchain-enabled solutions enabling business process transformation and blockchain smart contract management
- Revenova has built its CRM powered transportation management system to support shippers, brokers and third-party logistics customers

“Being closer to customers and their industries is ever-more important as supply chains become more complex.”

DHL, Trend Radar 2016
We can help you enter the age of the customer, bring new agility to your legacy IT, and help you to leverage the power of information to amplify your innovation and ideas for growth.

Salesforce is a business built on innovation and can help you adapt to an exciting and constantly evolving future. Today that innovation is focused on AI: our Einstein AI technology will power all our cloud solutions, bringing predictive analytics, machine learning, deep learning and sentiment analysis. However, we only succeed if our customers succeed, so we provide many opportunities for our customers to meet, learn, network and share those successes, and meet our own and industry thought leaders via events such as World Tours and Dreamforce.

To discover how Salesforce could help you achieve rapid, agile digital change in your transport or logistics business, why not contact us today.

“...What is interesting to see is the rise of the new breed of logistics providers that own no asset (fleet or warehouses), but are able to provide logistics services by aggregating “information about assets” from people who do own them through leveraging data.”

Forbes
DISCOVER HOW SALESFORCE COULD HELP YOU CREATE CONNECTED TRAVEL AND TRANSPORT SUCCESS

CONTACT THE TEAM TODAY

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