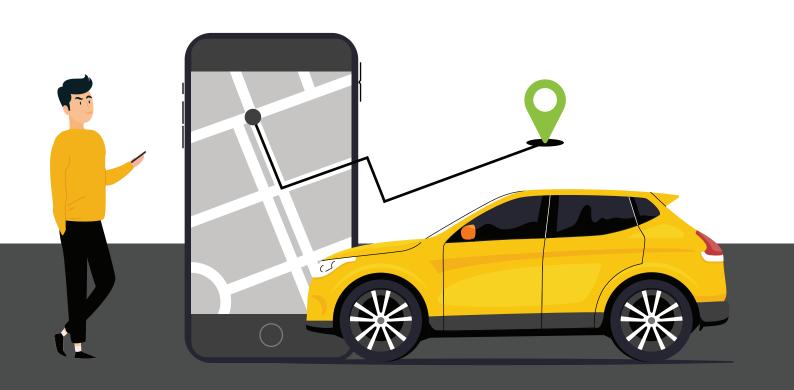# CASE STUDY

Digitization of a leading IT/ITeS Company's time-consuming, inefficient manual transport management system for its 5400 employees
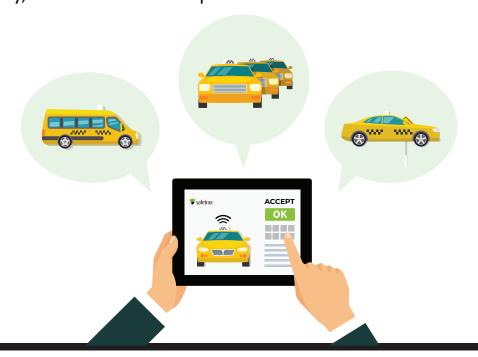
Safetrax makes employee transport operations more efficient for a leading IT/ITeS company with its highly optimized transport automation solution

The technological deployment unlocked major cost savings, improved vehicle occupancy, and reduced transport-related issues and no-show count

THE CLIENT:

The client is a domain-leading IT/ITeS company. It wanted to optimize its in-house transport operations that catered to 5,400 employees across two cities in India.

THE CHALLENGE:

The client's main challenge was the fact that its employee transport operations – including scheduling, route planning, and vehicle tracking – were completely manual. As a result, it regularly faced several issues with:

- *Inefficient routing*
- *Underutilized vehicle seating capacity*
- *Unpredictable cost overruns*
- *Billing discrepancies and disputes*

Moreover, given the scale of its operations, the client had to overload its transport desk with personnel to resolve transport-related queries/issues and coordinate with drivers and employees. This greatly added to the cost of managing transport operations.

And yet, despite the heavy expenditure, the client's employee satisfaction with transport operations was at rock bottom.

To resolve these issues, the client wanted to deploy a fleet management solution that could:

- Ensure more efficient, error-free route planning and scheduling

- Provide real-time vehicle tracking and ETA updates

- Enable better utilization of fleet and vehicle seating capacity

- Minimize unexpected cost overheads

- Automate billing and reduce administrative issues

The client chose Safetrax® for the deployment, integrating the latter's smart, AI-led transport automation solution with its in-house transport operations.

THE SOLUTION:

Over several interactions with the client's transport managers, our Customer Success team understood the various challenges and operational bottlenecks faced when it came to managing their transport operations. In the phase-wise deployment that followed, Safetrax®:

- Mapped employee home locations and schedules to create 'clusters' of pickup locations closest to each other.
- Automatically identified and created the most optimal route for each shift, basis historical information such as stoppage, distance, transport requirements, and travel time, as well as real-time traffic data.

The deployment also allowed the client to streamline several administrative processes. With Safetrax®'s integrated dashboard, the in-house transport team could:

- Access comprehensive and actionable data pertaining to transport operations in both visual and report format.

- Automate bill generation and create a real-time audit trail to minimize paperwork and billing disputes.

- Map driver performance, employee transport requirements, and vehicle utilization.

- Streamline employee pickup, drop, and no-show verification through IVR/OTP-based boarding and deboarding confirmation.

Most importantly, the provision of live tracking, remote monitoring, and geofencing aid enabled real-time updates on the ETA and vehicle live-tracking. This ensured that both employees and transport admins were always aware of the driver/vehicle location. Employees also had access to features such as driver details, soft SOS buttons, and ad-hoc trip requests that ensured safer transportation.

THE SUCCESS:

With the Safetrax® deployment, the client optimized its employee transport operations to achieve its initial objective of reducing transport costs, achieving more efficient routing operations, and enhancing employee satisfaction. Moreover, by integrating cutting-edge automation in its transport-related processes, the client also:

- Brought down the average transport cost per employee by 12%, reducing it from INR 122 to INR 107, while the cost of the transport team was reduced by 32%.

- Improved average vehicle occupancy to 66% to ensure more effective utilization of the existing seating capacity.

- Reduced the number of daily helpdesk tickets raised from 500 calls to just 40 calls, marking a reduction of 92%.

- Decreased the monthly no-show count by 87% (from 57,910 to 7,318) by utilizing the Safetrax® data to formulate more effective transport policies.