

CASE STUDY

Enabling all branches of a leading healthcare company to seamlessly manage their transport operations with digital automation.



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Safetrax® deploys AI-driven transport automation across multiple locations for a leading healthcare company

Leverages cutting-edge technology to unlock savings of 50% in SaaS/hardware costs and improve fleet operations by 12%



THE CLIENT:

As one of the biggest healthcare companies, the client has employee transport operations spread across 9 locations in 4 cities. Though it was already using the services of a technology vendor to automate employee transport at one location, it wanted to introduce automation across all locations to optimize its operations.

THE CHALLENGE:

When it came to employee transportation, the main challenge faced by the client was one of scale: more than 3,000 employees had opted in to have their commute arranged by the company. The client's transport operations were also extremely fragmented; while a technology provider was enabling automation at one location, the in-house transport teams were managing aspects such as vehicle routing and scheduling manually at all other locations. This was because:

- To use the existing solution, the client and its partner fleet providers needed to purchase/lease mobile phones in bulk.

- The recurring cost on the hardware lease was prohibitively high and only increased in subsequent years, so much so that the client ended up paying much more than the original cost of the device itself.
- The poor customer support left something to be desired.
- The technology provider did not consider the client's employee transport operations at other locations to be large enough for deployment.

By choosing Safetrax® and its smart, AI-led transport automation solutions, the client wanted to address these discrepancies and achieve two main objectives:

- Reduce the costs associated with third-party hardware and SaaS solutions.
- Introduce automation to manage transport operations at all locations.

THE SOLUTION:

Collaborating closely with the client's transport admins, our Customer Success team made the deployment in a strategic, phase-wise manner to ensure that the transition did not disrupt in-house transport operations by even one hour. Existing smartphones owned by the client were also reconfigured to the Safetrax® Pulse app to keep hardware-related capital expenditure to a minimum.



Furthermore, given that Safetrax® solutions were cloud-based, we were able to seamlessly enable:

- Features such as auto-routing for the most optimal route, accurate real-time vehicle tracking, and ETA updates.
- IVR/OTP-based boarding and deboarding confirmation to ensure heightened employee safety.
- A centralized, single-window view of transport operations across all locations.

Under the expert supervision of our team, the client's transport teams also underwent extensive training to ensure that the implementation was smooth, transparent, and completely hassle-free. The transition from partial automation at one location to end-to-end transport and fleet automation across all 9 locations took 5 weeks in total – including a 60-day wait period to gauge the efficacy of Safetrax® solutions, requested by the client after the first deployment in Chennai.

THE SUCCESS:

The Safetrax® deployment enabled the client to achieve its objective of rationalizing the costs of transport operations; compared to the previous technology provider, Safetrax® reduced SaaS/hardware costs by 50%. More importantly, by leveraging cutting-edge transport automation, the client eliminated the inefficiencies and errors caused by manual routing to improve the overall efficiency of its fleet of 803 vehicles by 12%.

The client was also satisfied with the superlative 24x7 support provided by the Safetrax® team. This high level of customer support was pivotal in extending the initial deployment to other locations across Mumbai, Pune, and Coimbatore.