Easing the Transport Flow Optimization with Enterprise Mobile Applications

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Businesses in the transportation and logistics industry have to evolve with the times and innovate to achieve growth and sustain the profitability. This is where an enterprise mobile application development can help.

Common Issues Faced by Businesses:

Shipping Globally and Other Constraints

Let's say your business handles global shipping. That in itself is a challenge, which can get even more difficult to tackle because of the variances in shipping requirements, destinations, and the weight of the cargo. There is always the risk that the items get mixed up or they are shipped to the wrong destination. All in all, transporting goods to different parts of the world means a major hassle, unless you have a portal through which you can control all shipments with a few taps.

Calculating and Computing Errors

Some of the goods can only be shipped in a certain quantity, while some shipments will have a combination of different goods. Your business has to be on top of pricing and calculating the total cost incurred so that you can keep your books up to date.

This problem exacerbates with each new shipment. Using a mobile app can streamline this function for you, as the data for every shipment is recorded and displayed to all your company staff in the corporate CRM system at the same time as the goods are downloaded. The features of the app will allow you to crunch the numbers right there and then, enabling you to stay on top of your cash flow.

Large-Scale, Global Operations

If you have a large-scale, globally operating business, this means you have to manage 20+ offices. And the problems highlighted here are just a couple of many, not to forget the clients breathing down your neck.

You have to stay in touch with your drivers and handlers so you can track your shipments. If something gets held up at any stage of the process, you should be on top of the situation otherwise it can get quite difficult to manage things and keep them smooth.

Then there is the small matter of empty containers. Believe it or not, just because the transport flow is not optimized, businesses are forced to ship half-full containers, the net impact of which is $16 billion down the drain. This can have a direct impact on your bottom-line, which means you lose out to the competition.

All these problems and more can be addressed through the right technology. Businesses across the globe have been relying on in-house portals and platforms to tackle their transport and logistical requirements but they don't suffice, as evident from the scenario presented above. This is why modern solutions, in the form of bespoke software and mobile apps, are the need of the hour.

The technology is available if you want to invest in a comprehensive smartphone and tablet app which allows you to record orders, track shipments, create schedules, and manage payments, collecting and analyzing the real profit and loss data on-line.

How a Mobile App Can Help

No Desktop PCs Needed

The data for each shipment can be downloaded directly to the app via scanners. You simply have to scan the contents of the shipment and that data will be displayed on the app. This not only eliminates the need for Desktop PCs, you can track inventory easily as well.

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Scan Me:

Eliminating Paper

A menial task associated with shipping of goods is the paperwork. Documents have to be printed, posted, signed, and then stored when the delivery has been completed. Using a comprehensive mobile app, businesses can reduce the need for paper at all. The documents can be scanned directly via a mobile device and displayed using the mobile app.

Digital signatures and barcodes can further reduce the reliance on paper, which will help you decrease the carbon footprint significantly. This also enables your businesses to save the time it would have taken to deal with all the necessary paperwork.

Communicating Effectively

Through a mobile app, you can easily control the drivers via GPS and get regular updates of all implemented deliveries on-line. This also gives you a reliable platform to share any changes in plans. On the flip side, the drivers can alert you should anything go wrong and the delivery gets delayed.

Keeping an Eye on Deliveries

Businesses don't have to invest in additional paraphernalia just so they can keep track of deliveries. The mobile app will provide location and status updates, which will further help you save time and effort. You don't even have to ask the driver or any other person to get the relevant information you need regarding delivery status.

Enhancing Efficiency

You can save the warehouse space and optimize the containers complectation by improving the composition of different goods, provided by the mathematical calculation of this system.

These are so many ways an enterprise mobile app can help ease the transport flow optimization for your business.

Conclusion

At the end of the day, quicker delivery = satisfied customers = more business = greater revenue and profit. Isn't that what every business wants?

Hence, getting an app developed which targets the transport and logistics industry fills a void in the market. The demand for the apps is there. You only have to find the relevant app company and to invest in the development of the application and you can capitalize on this opportunity.

Company Contact:

Magora UK

T. +442038070315
E. info@magora.co.uk
W. https://magora-systems.com/

Additional Contact(s):
Andrew Lobel - Director
andrew.lobel@magora.co.uk

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