

Case Study

Direct Mail is the largest distributor of mail and packages in the Israel orthodox community.

DIRECT MAIL DEPLOYS SOLOCATE DISPATCH, ROUTE OPTIMIZATION AND DELIVERY MANAGEMENT SOFTWARE

Direct Mail is the largest mail and package distributor serving the orthodox community in Israel. The orthodox community is characterized by their strict adherence to the traditional form of Jewish law and their rejection of modern secular culture. Direct Mail serves people that often don't have computers and live where it is very difficult, if not impossible, for state run post office services to work efficiently. It is estimated that the orthodox community makes up 15% of the Israeli population.

Direct Mail has been serving the community for over 10 years and has offices in Ashdod. They serve approximately 1,000 people per day with 12 vehicles and over 100 delivery orders a day per driver route.

► THE PROBLEM

Direct Mail had been using a different solution for over three years. They found that the product had an aging interface, was becoming increasingly inflexible in dealing with their unique needs, and it was based on legacy technology that did not provide many of the new features required to keep up with changing delivery requirements.

"Seldat proved themselves both an important supplier and business partner. They listened to our needs and provided us with the best user interface and the best product features. They gave us everything we asked for and more, including training, implementation expertise and they even consulted with us on best practices for our workflows and use cases. The bottom line – Seldat is our go-to partner for future growth and success."

Motti Scharwatz, CEO of Direct Mail



► THE REQUIREMENTS

Direct Mail was looking for user-friendly dashboards, reporting, and routes paired for an enhanced user experience to provide higher customer satisfaction. They required built-in KPI analytics, custom reporting and performance monitoring for informed tracking, assessment and adjustment to their operations. Their goal was to save money, time and to ultimately see a positive impact to their bottom line.

Dispatch Dashboard & Order Management

- Order Import
- Address Validation
- Easy Delivery Order Creation
- Current Route and Delivery Status
- Rule-based Configuration of Events and Alerts
- Real-time Exceptions Alerts
- Email Delivery Status Alerts
- Multilingual Versions including Hebrew
- Google Maps Integration

Route Optimization

- Intelligent Algorithm-Driven Route Optimization
- Optimized Routing based on Delivery Schedules
- Delivery Order Auto-assignment
- Driver Route Auto-assignment
- Manual and Auto Route Creation
- Real-time Route & Progress Visualization
- Drag-and-Drop Job Sequencing
- Fleet Capacity Planning
- Driver and Route Performance Monitoring

Mobile App for Drivers

- Job Detail Display
- Route, Road Condition, and Navigation Display
- Real-time Status
- Delivery Job Management
- Customer & Dispatch Communication
- Barcode Scanning
- Upload Images and Comments to Orders
- Proof of Delivery (POD)

Billing & Reporting

- Monitor Key Metrics
- Analyze Driver, Delivery, and Route Performance
- Auto-generate Invoices
- Customer Invoice Auto-upload
- Integration to QuickBooks™
- Multi-format Report Options
- Pre-configured and Customizable Reporting

Case Study

► THE SOLUTION

The Solocate dispatch, route and delivery optimization solution simplified Direct Mail's delivery management, route planning and vehicle fleet tracking. This has already empowered their businesses, customers and drivers to collaboratively visualize and carry out delivery activities in real-time, from anywhere.

The system is available across multiple devices and in multiple languages, and Direct Mail is using the Solocate Hebrew version. Solocate is accessed through a browser, Android or iOS mobile application for a 360° view of all delivery orders and operations. The dynamic dashboard, easy-to-understand information display, automated route and fleet optimization help Direct Mail proactively manage, act and report on their operations.

► THE RESULTS

After an implementation time of only 45 days, Direct Mail is now using an efficient, collaborative delivery ecosystem for all of their stakeholders.

They have an overall view of completed, active and planned operations. They have continuous insight at every step so that they have the flexibility to update when necessary. They have measured increased satisfaction for both their customers and their drivers.

Their customers are happy with the frequency of their deliveries. The drivers benefit from a single, intuitive platform for orders and delivery with complete visibility providing them an efficient, standardized step-by-step process.

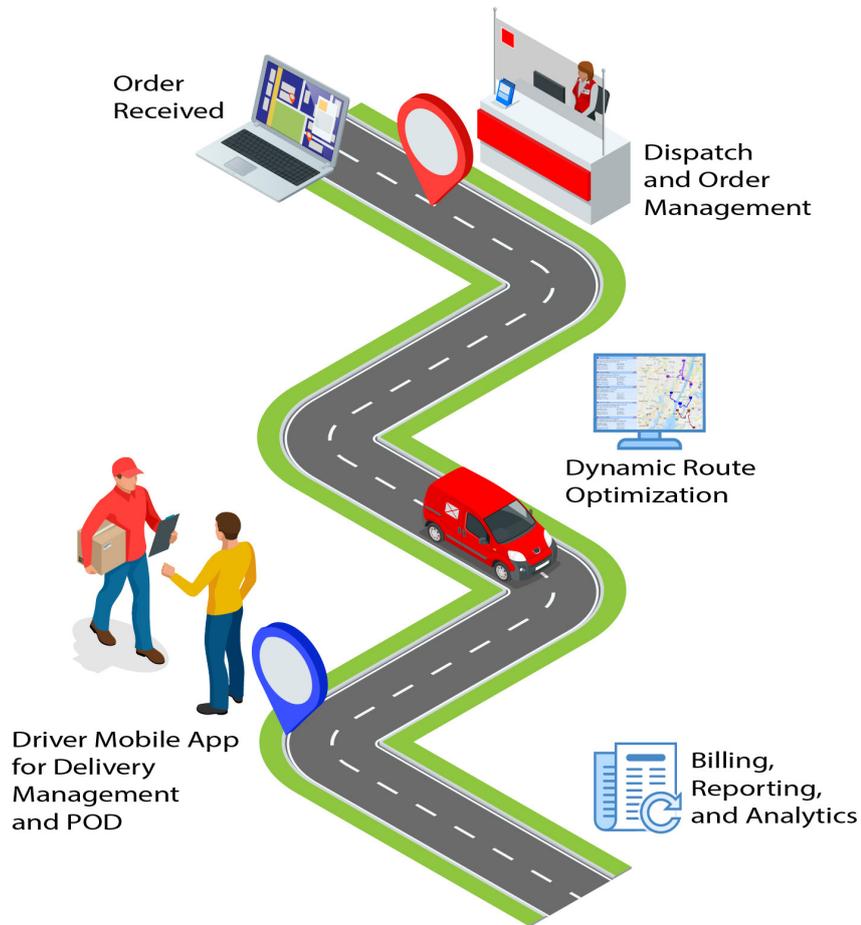
► FUTURE PLANS

Direct Mail is planning to expand their customer-base to include new customer segments in the orthodox community.

Like all businesses, they want to have a strong engagement with all parties involved in transactions, and a smooth interactive user experience in native mobile apps.

"We are excited that Direct Mail is better able to serve their community and have data-driven decision making tools at their fingertips. By optimizing their resources, their customers get packages in a timely manner. The full mobility and visibility of the platform allows Direct Mail, their customers and their drivers to communicate effectively and ensure that nothing is lost in the complexities of day-to-day activities."

Chacko Varghese, Senior Vice President and Global CTO, Seldat Technology Services



ABOUT US

Solocate is developed by Seldat Technology Services, a division of Seldat Distribution, Inc. Headquartered in South Plainfield, New Jersey, USA., Seldat employs more than 2,600 people in multiple U.S. locations, as well as in Israel, Canada, China, Colombia, Ecuador, France, Panama, Peru and Vietnam.

Seldat Distribution provides innovative, scalable solutions and services that help companies in every link of the supply chain to grow and prosper. Our vision is to empower businesses and consumers worldwide to find, buy and sell anything -- without the limitations of borders and logistics challenges.

Seldat Technology Services provides supply chain technology products and application solutions, consulting, customized IT services, supply chain automation, product R&D, Business Process Outsourcing and best-in-class customer support. For more information, visit us at tech.seldatinc.com.

SOLOCATE
POWERED BY SELDAT