



USING DIGITAL TO DRIVE YOUR TRANSPORT BUSINESS FORWARD

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Software that delivers.

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A large semi-truck is shown from a side profile, driving on a road. The scene is set during sunset or sunrise, with a warm, golden glow on the horizon and a dark, cloudy sky. The truck is dark-colored, and its trailer is visible. The road is paved and has a white line marking. The overall mood is professional and forward-looking.

THE NEED FOR DIGITAL

Technology is revolutionising the road transport industry by automating processes and allowing haulage providers to be more efficient and profitable. Many businesses in the sector, however, are still relying on time-consuming, paper-based processes and disconnected systems.

Perhaps you receive orders from your customers via phone or email, you keep track of your jobs and driver availability on a spreadsheet, or you communicate with your drivers via text or WhatsApp.

These are unsustainable working practices that can be the cause of great stress, resulting in uncertainty, duplication, delays, and an inability to grow and adapt quickly to change. Equally, bespoke legacy systems are preventing the adoption and tight integration of technology that can drive tangible efficiency improvements, reduced costs, and greater operational visibility.

Digital innovation is driving change in the sector, and businesses that don't prioritise digitalisation risk falling behind. Worryingly, only 28% of transport and logistics companies rated themselves as digitally 'advanced' in a survey conducted by PwC prior to the COVID-19 pandemic.

This is even more concerning since the era of COVID-19 has forced many businesses to adapt their working practices. A year on, one of the biggest concerns for hauliers is still an inability to work remotely. Road transport employees were considered key workers, yet many businesses found their operations ground to a halt. 73% of haulage firms reported a significantly reduced cash flow as a result of the pandemic, while 13% reported no cash flow in the RHA's *A summary of survey responses on the impact of COVID-19 on the haulage industry*.

Covid-19 impacted many sectors. Accenture found that 94% of Fortune 1000 companies' supply chains were disrupted at the beginning of the pandemic. However, the increased delivery demands presented an opportunity for those who were able to keep the wheels turning to increase their market share.

Our own research shows using paper-based processes and spreadsheets to manage key processes such as planning can leave executives struggling with poor decision-making as a result of fractured information and a lack of visibility. These executives are finding it difficult to make informed decisions and measure the performance of their operations due to the inability to access live, centralised data.

73%

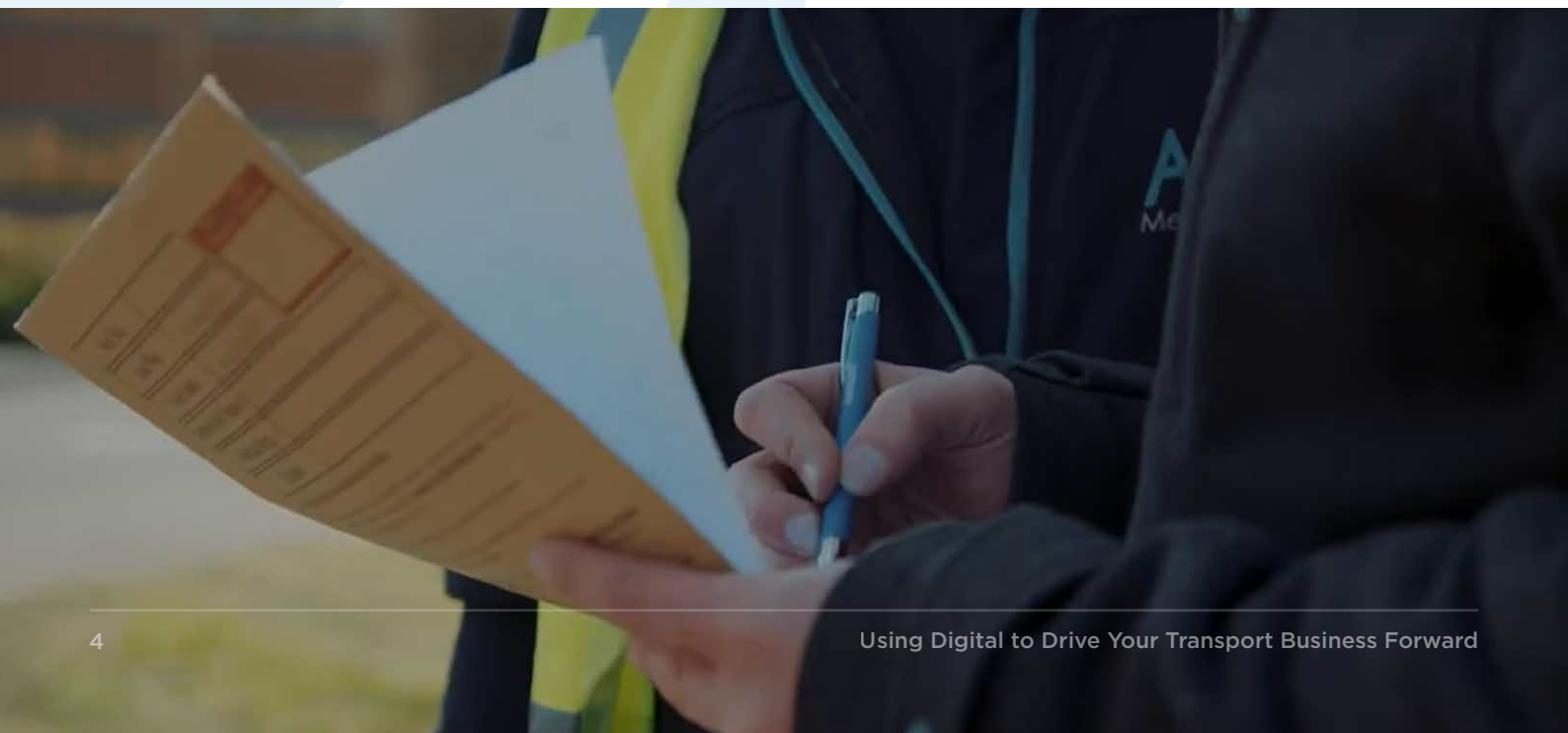
of haulage firms reported a significantly reduced cash flow as a result of the pandemic

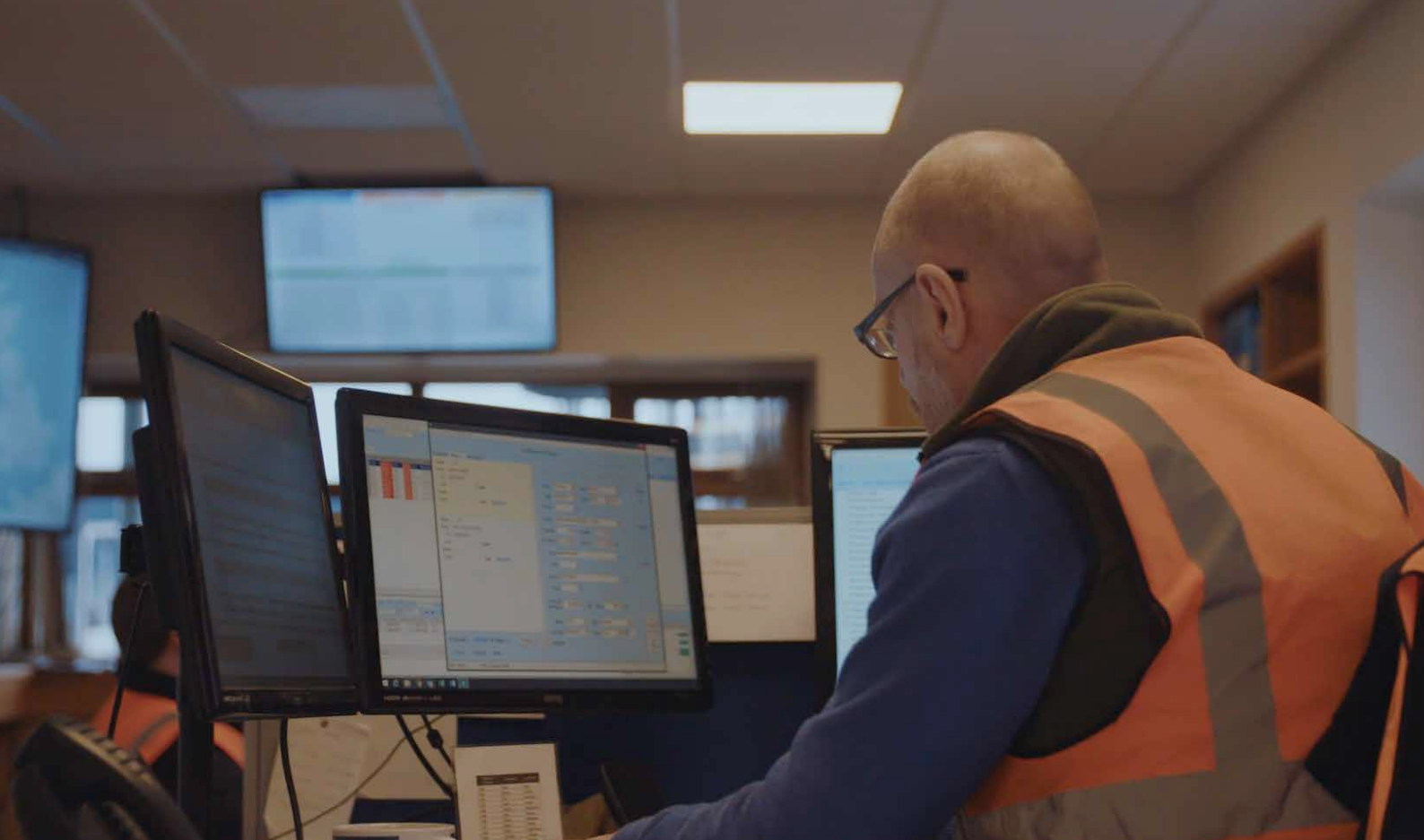
13%

reported no cash flow due to the pandemic

94%

of Fortune 1000 companies' supply chains were disrupted at the beginning of the pandemic





Reports are an arduous task as they often depend upon unreliable, incomplete, or outdated data. Informal communication means key information can be missed, and time is wasted trying to compile and analyse data. With thin margins stifling operations, inefficient invoicing procedures and late payments can dramatically impact cash flow.

These issues have only been magnified as a result of the COVID-19 pandemic. 83% of retailers reported a larger demand for their products during lockdown, increasing pressure on their transport and logistics partners. According to the RHA, "Panic buying created artificial peaks with manufacturers working hard to supply retailers and volumes exceeding the normal Christmas period."

As a result, some haulage and logistics providers have been stretched more thinly than ever before, further increasing the difficulties of managing jobs in a timely and cost-effective manner. Finding and winning new work and reacting to an ever-changing, uncertain market environment during this time has made being a haulage operator harder than ever.

To keep their wheels turning, haulage operators have had

to adapt quickly and flexibly to protect their workforce, keep cash flowing, and win new work. Others have invested in new technology to support their growth and diversification into new markets.

43% said cash flow is their main business concern around COVID-19

While the COVID situation has undoubtedly improved since mid-2020 and we're starting to see the green shoots of confidence return, we're still in a period of flux. Whether it's COVID, Brexit, or changing regulations, continued disruption has put hauliers' staff and systems to the test and operators are relying on technology now more than ever to keep wheels turning.

The good news is that these new demands and challenges can be addressed by embracing digital. If your business is still reliant on manual, paper-based job management and invoicing, or you're struggling to integrate modern solutions with your legacy systems, taking steps to change the way you work might seem daunting. But there are strong reasons why you should consider making the switch.

THE BIGGEST CHALLENGES FACING THE HAULAGE SECTOR

WHAT DO HAULIERS CONSIDER THEIR MAIN BUSINESS WORRIES?

Mandata has surveyed a number of logistics and haulage operators to identify the biggest challenges the industry faces. Of our survey respondents, 53% had a fleet size of 30–200. We spoke to these businesses about their biggest concerns regarding company growth, COVID-19, and digital adoption. We also asked about their operational priorities in 2021, and the answers might surprise you.

Two-thirds of hauliers said their biggest priority for improving their business operations in 2021 was increasing their adoption of technology. So, while digital adoption in the sector is slow compared to other leading industries, 2021 is set to be the year that haulage and logistics providers finally catch up. Another two-thirds of providers are looking to reduce their number of manual processes, which will be achieved through the implementation of technology.

This is positive news, considering the wide-ranging benefits of adopting digital technologies. It also means the businesses who don't consider this a priority risk falling behind and losing out to those who focus on improving their operations through digitalisation. It makes sense, then, that half of providers cite difficulties adopting technology as their top future growth concern.



There are a number of barriers that are preventing businesses in the sector from adopting technology. Staff training and technology adoption is a big concern, with two out of three providers reporting this as a significant challenge. With an ageing workforce, this is no surprise. Investing in technologies that replicate current ways of working – like apps that take photos of PODs and automatically attach them to customer invoices – will help make this transition easier.

Equally, by simplifying usability for your team, training can help to simplify the transition to a new system and mitigate the issue of a non-digital culture. We're all more comfortable using technology in our everyday lives, particularly mobile technology.

55%

of Mandata's customers have saved a minimum of 10 hours a week on repetitive or manual job entries by implementing a TMS

Over half of providers are also concerned about the cost of implementing digital solutions. But thanks to the switch to a subscription-based model by many technology providers, the cost can be spread. Considering half of respondents cited a lack of automation, integration, and remote access as

the biggest issues with their current systems, will implementing new technology really be more costly than your current legacy systems?

30%

of hauliers said their biggest concern regarding COVID-19 was an inability to work remotely

According to Gartner research on calculating the ROI of a transport management system, transport providers can expect to save between 5-15% of their yearly freight spend through the implementation of a TMS. 55% of Mandata's customers have saved a minimum of 10 hours a week on repetitive or manual job entries by implementing a TMS. A further 60% say planning jobs takes at least 10 hours less per week.

30% of hauliers said their biggest concern regarding COVID-19 was an inability to work remotely, which is concerning given how many businesses have successfully adopted remote working in the past year. Recent McKinsey research shows that businesses accelerated their digitisation by an average of seven years as a result of lockdown. So, what's stopping you?

HOW TECHNOLOGY CAN DELIVER LOADS MORE VALUE

Implementing dedicated digital solutions will take the guesswork out of your operations and give the right people in your business real-time visibility, with access to information and systems that drive greater efficiency, improved decision-making, and increased profitability. They'll also equip your team with everything they need to efficiently carry out their jobs and allow your customers to self-serve and receive frequent updates on their deliveries.

Technology systems and apps that are a good fit for the business deliver benefits for your staff too, reducing stress in the workplace and improving staff retention. 46% of respondents to a Willis Towers Watson survey said unreliable technology was a cause of stress. Our analysis of Glassdoor feedback found that company processes and a lack of up-to-date technology were some of the biggest bugbears for employees in the sector. Fit-for-purpose digital solutions provide greater clarity and information that people can trust to get their jobs done.

Today, tech-savvy shippers are demanding greater value and transparency, and the haulage sector is more competitive than ever. Think about your market-leading competitors. What sets them apart? Are their businesses more efficient than your business? Do they deliver on their promises to their customers? Why do customers use their service? How do they add value and make it easier for their customers to work with them? Now think about how they achieve this.

There's a good chance it's because they're digital.

To stand out in a crowded market, increase your revenue, and reduce unnecessary costs, you not only need to embrace digital, but you also need to use it effectively, too. The most important goal for businesses in the sector when looking to invest in technology is improving business efficiency, productivity and, ultimately, profitability. Accenture estimates that haulage and logistics providers can increase their profitability by 13% by implementing the right technologies. Although the sector is beginning to adopt digital technology more widely, progress is still slow. This presents an opportunity for your business to stand out from the crowd.

IN THIS WHITEPAPER

You'll find out how to increase your operational efficiency and improve your business by digitising more of your processes.

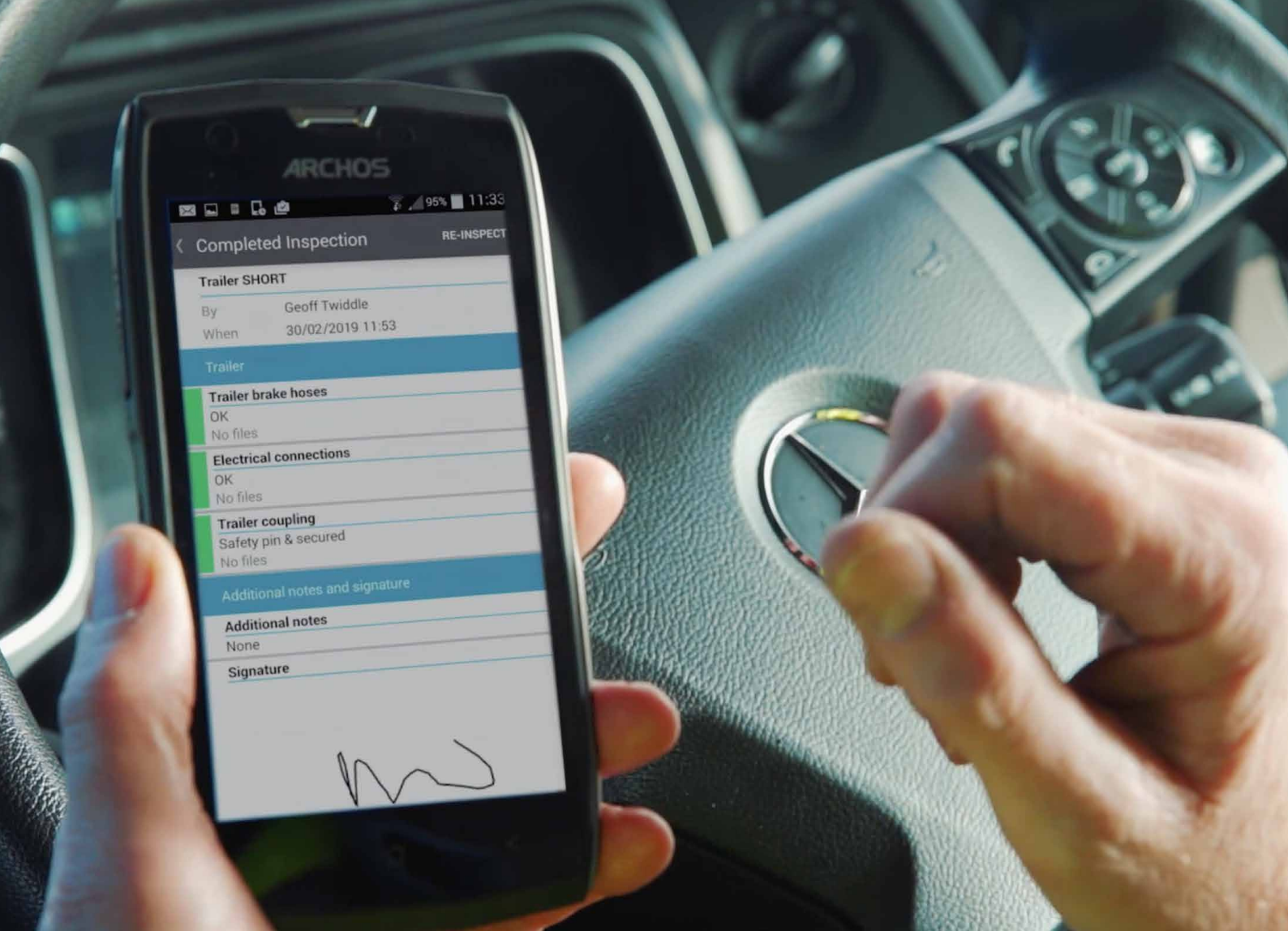
MAKING DATA-DRIVEN DECISIONS

MAXIMISING BUSINESS EFFICIENCY

As a business leader, you have a responsibility for the performance of your organisation. But how can you assess your business' position or make fast and effective strategic decisions if you don't have visibility over operations and finances?

Data-driven decision-making is one of the most effective leadership strategies because you're using the information your business already produces to refine your service offering, focus efforts on the things that are working, and address your known issues. Similarly, you can increase your profitability by using data to determine your most and least profitable activities. With the DfT estimating an average of 30% of HGV loads run empty, optimising your routes and finding return loads for your journeys will help you reduce empty mileage, for example.

This ability to optimise every single job you carry out based on up-to-the-minute data is what's going to help you reduce costs, increase efficiency, and ultimately improve your profitability. It's all about finding sustainable methods of improvement.



If your data is siloed, it risks being outdated, incomplete, and unreliable. Also, managing your jobs and income via paper documents and spreadsheets will undoubtedly lead to human errors, which will affect the accuracy of your data and business forecasts. Equally, relying on manual data input by staff means there'll be delays. Investment in systems that enable access to centralised, real-time data and analytics is more important to the transport and logistics sector than any other industry, with 90% of business leaders in the sector assigning a high importance to it in a PwC survey.

IS DIGITAL THE ANSWER?

In short, yes.

Centralising your information in one system, including customer pricing, employee and vehicle records, real-time job information, and related electronic documentation addresses every one of these issues. Here's how you can use digital technologies to make improvements and drive greater efficiencies in your business.

We've carried out extensive research to find out the biggest pain points in the industry, uncovering many common themes including:

- ✓ **The inability to make fast and proactive decisions due to outdated and siloed information**
- ✓ **A lack of efficiency because of manual, repetitive processes which duplicate a lot of information**
- ✓ **Poor customer satisfaction due to a lack of visibility over jobs, not being kept informed, and an inability to meet deadlines**

END-TO-END OPERATIONAL VISIBILITY

This is where a transport management system comes into its own. A sector-specific solution designed to help you manage every aspect of your organisation, it'll give you a single view through which to view the performance of your business, allowing you to make proactive, strategic decisions.

Because data updates in real-time and embraces all of your processes from order to invoice, you'll have the assurance that all of the information is accurate, complete, and up to date. Employees can access information wherever they are based, whether that's remote locations, home, or other depots. These solutions connect your business, from executives to drivers, planners to admin, giving everyone an essential level of visibility and one version of the truth as you work together remotely as a team. Importantly, transport management systems with the ability to link to shippers' software, as well as other systems such as accounts, reduce duplication further. You'll also have information on your customers, contractors, and sub-contractors in one place.

Visibility isn't just important for the executive board. It also helps your team, from drivers to back-office staff, to work smarter. You rely on your planners to ensure work is planned in at the right capacity. But how can they possibly achieve that if they don't have an instant, real-time view of your jobs, vehicle schedules, customer site restrictions, and driver capacity? Equally, without the ability to track your jobs and loads, how can planners know if the plans they're creating are realistic? Transport planning and management tools are critical for senior executives to make their businesses smarter, leaner, and more efficient, but to do that, you have to allow your employees to be these things, too.

If you find you're using one unprofitable route over and over again, you can address it by organising regular return loads on that route, utilising a different vehicle to fit more loads in and make more stops, or even increase your charges for deliveries on that route. Also, real-time visibility of your drivers' hours and journeys makes allocating new or additional jobs easier. The system will show you which vehicle is closest and if a driver has the capacity to take another job. You'll make quicker, more informed decisions based on one system instead of wasting time checking multiple systems.

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It also helps your team, from drivers to back-office staff, to work smarter.

REAL-TIME MONITORING OF YOUR JOBS

Implementing further functionality like tracking and telematics gives you real-time visibility of your fleet, so you can understand how your journeys really happen. Tracking is ubiquitous in the sector, but not many systems connect to deliver more value than a dot on a map.

Customers can also get real-time updates on their stock deliveries. With the internet of things (IoT) receiving the most investment from transport and logistics providers who are going digital according to PwC, it's a certainty that the sector's leading businesses will be leveraging these technologies to win more business and increase their market share.

These monitoring solutions also allow you to react proactively to any issues which may arise or inefficiencies you may spot, such as driver and vehicle performance or the potential risk of missing timed deliveries.

Consumer demand has driven a requirement for real-time information and a seamless experience as standard. Some route planning and monitoring solutions provide even greater value and visibility by keeping you and your customers informed via text or email notifications as your drivers complete their jobs.

ETA notifications, once the domain of home delivery and couriers, are now accessible to haulage firms of all sizes, providing visibility of your in-progress deliveries. Live updates on your traffic office arrivals board and delivery countdown in your TMS gives you early notification of any issues, allowing you to address problems early and keep customers informed. ETAs are based on the driver's journey, so if you can see they are encountering delays, you can manage exceptions proactively by contacting the driver to discuss the issue and making your customers aware of the problem.

INNOVATIONS IN MONITORING



Real-time updates on stock deliveries



Requirement for real-time information and a seamless experience



ETA notifications are accessible to haulage firms

BUSINESS GROWTH AND SUCCESS

We know through our experience of working with hauliers that business growth is a struggle without the right systems and processes in place. Manual processes make it difficult to manage an increase in new work.

A growth in demand for your services requires staff to work harder and longer hours to keep up the pace. There will come a tipping point with a realisation that the current systems or processes are no longer sustainable if you are to continue to grow, and improvements will be required. Adopting the right technology and systems can help.

Here are five ways technology can support your business growth:

- ✔ **Improve work-life balance**
Work smarter, not harder, and achieve greater results with improved efficiency and visibility.
- ✔ **Collaborate with staff, customers, and sub-contractors**
Grow your network and share electronic information quickly
- ✔ **Speed up your order-to-cash cycle**
Maintain a healthy cash flow by managing the whole lifecycle process from order to invoicing with one system
- ✔ **Create and execute the perfect plan**
Use transport management solutions to create realistic, achievable plans that are validated against KPIs and monitored with exceptions identified and effectively managed
- ✔ **Deliver your promises**
Make it easy for your customers to work with you, keep them informed, and meet their expectations with real-time data and accurate electronic documentation



REMOTE AND MOBILE WORKING

Cloud and mobile technology afford hauliers the flexibility to work anytime, anywhere, allowing staff based at home or remote depots to work together.

Being able to access transport management and finance systems remotely has enabled operators to keep staff safe and wheels turning during COVID-19. Using a cloud TMS means staff in all aspects of the operation can access the same up-to-the-minute information. With visibility of orders, live load progress, vehicle schedules, staff availability, drivers' hours, invoicing, and more, people can make quicker, more informed decisions.

As well as remote access to systems, there are other spin-off benefits many hauliers may consider as they look to replace legacy systems. Cloud transport management software is less hassle and means you avoid tying up resources with IT-related tasks. Software offered via the cloud is managed by your transport management provider, removing the headache and expense of purchasing and maintaining hardware, thus allowing you to focus on running your business. Data and system security, system updates, and data recovery can all be taken care of, supporting your 24/7 operation through business continuity and giving your team and customers peace of mind.

40% of respondents to our recent survey said a lack of in-house IT expertise and technical knowledge was a major barrier to adopting new technology. But with the right cloud TMS provider, technology know-how no longer needs to hold you back.



There has also been significant growth in the adoption of mobile technology in the sector. The flexibility to use iOS or Android smartphones means software can be provided economically on low-cost devices and drivers and sub-contractors can utilise their own devices.

When implemented correctly, mobile apps can enhance communication between the haulier and staff out in the field. Functionality can be provided by linking the TMS to the device, fulfilling key functions such as proof of delivery and daily vehicle checks.

The key to success is integration. Using apps that integrate with your TMS allows information to be sent and received seamlessly.

Whilst integrated POD and vehicle checks apps drive significant value such as time-savings, going paperless, reduced costs, instant updates within your TMS, and more, standalone apps can add more time and complexity to processes, resulting in more duplication and rework.

40%

of respondents said a lack of in-house IT expertise and technical knowledge was a major barrier to adopting new technology.

ACCURATE AND TIMELY PROOF OF DELIVERY

Inaccurate or misplaced proof of deliveries is the most common and impactful issue for haulage companies when it comes to completing the order-to-cash cycle. If that paper proof of delivery is missing, your business will never get it back. That's why electronic proof of delivery (ePOD) is one of the easiest ways to improve your business processes, increase the accuracy of your information, and protect your revenue.

By requesting an electronic signature or photo as proof of delivery, you can turn around invoicing much faster. This also protects your business against false claims of deliveries not being made. Hundreds of haulage organisations have turned to Mandata to digitise their proof of deliveries. With instant updates within the TMS itself and no manual updates required back in the admin office, you'll speed up invoicing as electronic PODs can be automatically attached to the relevant email invoice and sent to customers. Any differences in delivery quantities can be updated and reflected in the invoice, ensuring invoice accuracy and reducing customer invoice queries.

Once the proof of delivery is recorded, the system will let you know if a job can be invoiced. This gives your team an accurate view of unbilled jobs and expenses such as demurrage that are not yet invoiced. The right system can help you protect revenue by ensuring ePODs are received, identifying jobs not yet billed, and passing on costs that you've incurred.

30%

of hauliers are looking to improve reporting effectiveness



INVOICING

One of the most time-consuming manual processes in the sector is invoicing. Many logistics and haulage businesses spend days managing manual invoicing and revenue allocation when that time could be used more productively. Market-leading transport management systems produce invoices using the data in the TMS, avoiding manual data input and duplication. You can produce invoices with ePODS automatically attached and ready to email within minutes, saving days of time. One haulage provider saved over 30 hours a week on invoice production after switching to a TMS. Imagine what you and your finance employees could do with that extra time?



REPORTING

KPI reporting is critical to helping your key stakeholders understand the current operational and financial performance of your business. It also helps you to identify the most profitable areas of your business, as well as the ones that are underperforming. Costing your jobs based on their profitability is a quick way to improve your profit margins, allowing you to win more lucrative contracts by offering these jobs at a cost-effective price to your customers.

Too many hours are being wasted manually pulling reports together, inputting numbers, and creating basic visuals in spreadsheets. With Mandata TMS, you can automatically generate standard reports or use our specialised report templates which are tailored for your sector. You can also auto-generate reports on a regular basis to keep staff and customers updated at specific points in time. Reports can be generated and automatically emailed out to your customers to avoid having to complete this repetitive but necessary time-consuming task.

WORKING IN COLLABORATION, NOT ISOLATION

Managing sub-contractors is a real challenge for hauliers. Getting real-time job updates from subbies so you can manage customer expectations is next to impossible, and receiving timely PODs so you can get paid is an ongoing struggle.

There are systems that support the seamless and paperless exchange of information between haulage operators. The Subbie Portal provided by Mandata is a web application that enables the prime haulier's system to send jobs to a sub-contractor electronically whilst maintaining visibility of jobs and receiving completed ePODs.

It means sub-contractors can be a seamless extension of the prime haulier's network. With the ability to use an app for electronic proof of delivery and to receive this information in your own TMS, this provides peace of mind.

WHY ARE SPREADSHEETS NO LONGER A VIABLE OPTION FOR JOB PLANNING?

Many hauliers are still using spreadsheets to plan jobs, but the functionality is limited and can lead to problems. It's easy for users to duplicate documents, leading to multiple versions being held. You can't link information from the spreadsheet to other programmes, which means you ultimately end up managing work with multiple sheets and systems.

There's a strong case for you to switch to a digital planning tool, which can:

- ✔ Replicate your spreadsheets, organising and filtering your data in a central location
- ✔ Connect your customer data with vehicles and drivers, allowing you to allocate jobs from a pool of live resources
- ✔ View information including drivers' hours, tacho status, vehicle location and availability, and PODs
- ✔ Create realistic plans you know you can achieve and make amendments to your plan easily to stay ahead of the game
- ✔ Complete your planning from end-to-end, encompassing allocation to delivery, PODs, and completion.

A person wearing an orange safety vest is shown from the side, looking at a tablet computer. The background is a dimly lit industrial or warehouse environment with metal structures. The text is overlaid on the image.

UNLOCKING VALUE

In the transport and logistics sector, even the slightest issue with your deliveries can decimate your already-thin profit margins. Having a bird's-eye view of your cash flow and real-time updates of your operation is critical to ensuring your business remains profitable. That's difficult if you're dependent on manual, paper-based processes or unreliable legacy systems.

By hosting all of your key financial information in one place, along with your customer information, subcontractors, jobs, and vehicles, you can get a full picture of the financial health of your business. Once you understand where your business' finances currently stand, you can drill down further into the data to understand any issues and begin to address them.

Wasting time sourcing the most up-to-date financials from spreadsheets, manual invoices, and driver expenses equates to money down the drain, which is the last thing your business needs.

Using bespoke legacy systems that are no longer fit for purpose can also result in time wasted, whether that's because you need to duplicate information or they're running painfully slow.

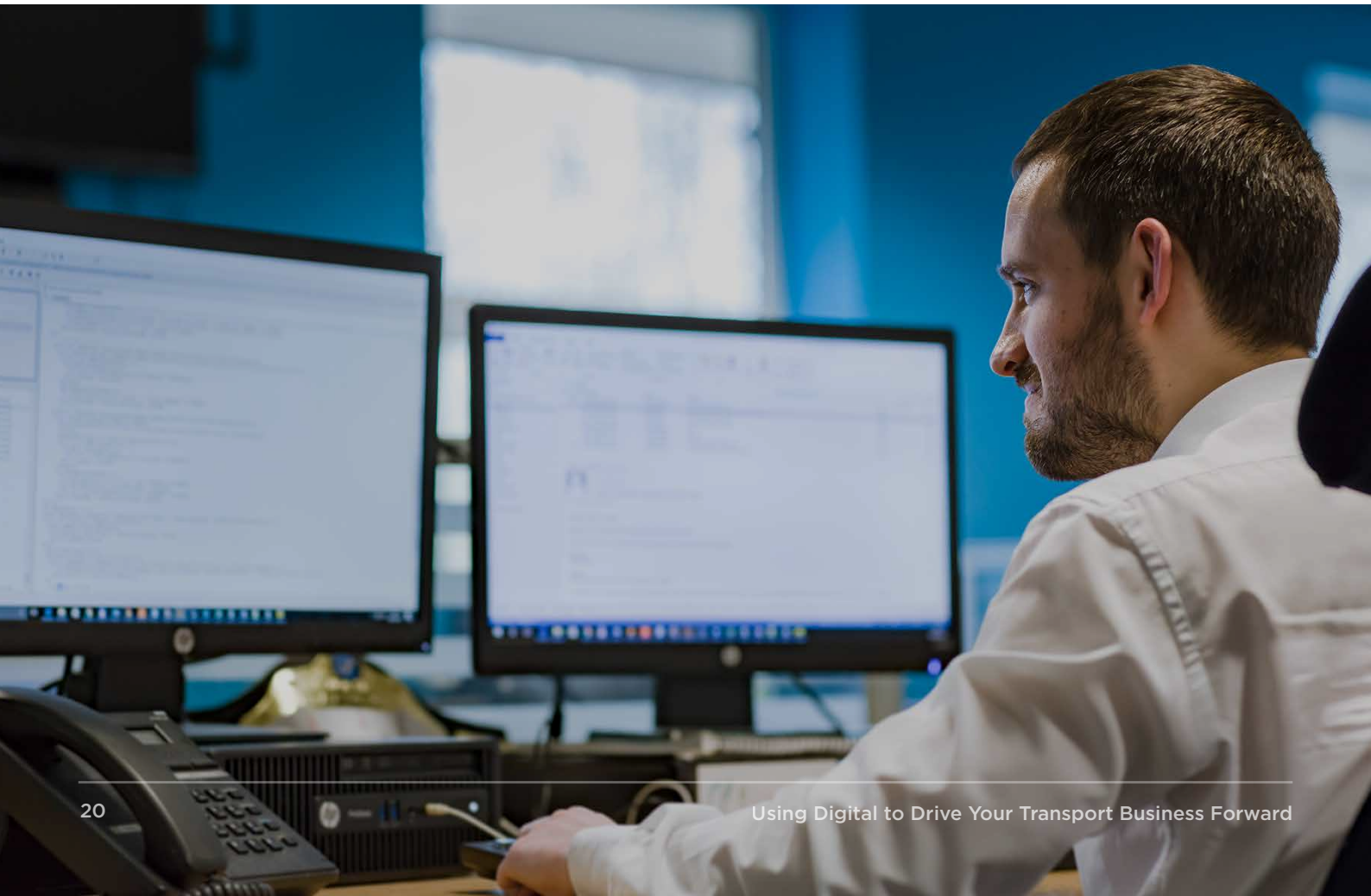
Being time-poor is a common complaint of transport and haulage executives, so eliminating time wasted on manual processes or inefficient systems will allow you to focus on those strategic changes that will improve your business' cash flow and profits, as well as improve customer satisfaction. It's encouraging, then, that our survey revealed this is a key priority for 2021.

Being time-poor is a common complaint of transport and haulage executives

By streamlining your processes and data into one core system, you have a full view of your business performance at the press of a button. The information updates in real-time, allowing you to view up-to-date performance at any given moment. But does having a financial system that provides the latest data in one place really help you to be more profitable? 56% of CEOs who have implemented targeted digital improvements have seen an increase in revenue as a result, largely because they eliminate time-wasting and increase your employees', and therefore your business', efficiency and productivity.

56%

of CEOs who have implemented targeted digital improvements have seen an increase in revenue



EMPOWERING YOUR CUSTOMERS

Many business owners know that the key to business success is a market-leading customer experience. Happy customers result in guaranteed, regular income, which keeps your cash flow healthy. But they can also contribute to new lead generation by recommending your services.

Unhappy customers, on the other hand, can be extremely detrimental to your business. Customers who receive a poor service are 21% more likely to leave a negative review than satisfied customers are to leave a positive one. That means you need to put extra effort in to keep your customers happy.

Of the top 13 industries in the UK, the transport and logistics industry scores the lowest in terms of customer satisfaction with a score of 71.4 compared to the leading industry, leisure, which has a score of 80.2. Encouragingly, customer satisfaction rose from July 2019 to July 2020, meaning the sector as a whole is improving despite the challenges it has faced in recent years.

This presents you with an opportunity to stand out in a crowded market. Two out of five customers who switch brands do so because they feel the previous company disrespected or undervalued their time. Therefore, if you know other companies in the sector are delivering poor customer service, you can market your business as a leader in customer service and persuade their customers to switch. Once again, digitisation is the way forward.

Certain functionalities will empower you to deliver a standout customer experience and ensure you retain your key customers, including:

- ✔ Electronic data transfer of orders
- ✔ Real-time track and trace
- ✔ ETA notifications
- ✔ Electronic proof of delivery via self-serve booking portals
- ✔ Self-invoicing
- ✔ Regular, automated reporting



CUSTOMER PORTAL

Visibility isn't just important to your organisation – it's also valuable to your customers. Allowing customers to self-serve is one of the fastest ways to increase their satisfaction. In fact, 70% of people expect businesses they engage with to have self-service options online. Many transport management systems come with a ready-made customer portal so you can give your clients the ability to place and amend orders online, eliminating manual job entry for both you and your customers. Live updates allow your customers to view the progress of their orders, deliveries, and invoices at the touch of a button.

Your customers' ePODs as well as non-conformance details will also be made readily available to them in the customer portal, allowing them to download information as they need. This is especially useful for larger organisations that may have multiple admin, reception, or warehouse staff taking in deliveries. Customer invoices are also available, giving your clients key visibility over their orders, deliveries, and spend with your company.



PLACING ORDERS

Shippers, like your business, are also short on time. Add value by making it easier for shippers to upload and transfer orders from their system directly into your own TMS. It's a convenient, time-saving method that also preserves data accuracy and means orders arrive on time, ready to be processed.



TRACKING

Once the domain of parcel networks, track and trace features are now widely available to haulage firms. It does require you to plan your routes in sequence, but the benefits are significant for you and your customers. By equipping your drivers with a tracking app, you and your customers can see their whereabouts and get an estimated time of arrival (ETA). The ETA updates in real-time and gives customers a precise window in which their delivery will arrive. This reduces inbound enquiries about ETAs from customers because they have visibility of their deliveries, freeing up even more time for your employees.

A live arrivals board displayed in your traffic office gives traffic staff real-time visibility and makes identifying problems quick and easy for you. A simple colour-coded list of jobs enables you to spot problems early.

Clients can see the location of their delivery and get updates on any changes in the ETA – for example, if the driver has encountered unexpected traffic. Additionally, you can provide updates on every fulfilment and delivery stage from order receipt onwards, something which is expected by 45% of customers. Track and trace is no longer a nice-to-have – it's essential for customer satisfaction.



REPORTING

Thanks to standard and tailored reports, as well as the ability to auto-generate reports to a determined schedule, you can give your customers end-to-end visibility of their deliveries and the return on their investment. Mandata TMS also allows you to produce reports with your customers' branding, helping you to deliver a market-leading service that leaves your customers feeling valued.

The ability to automate the production of these reports allows you to spend less time on data entry and manipulation, and more time on supporting your customers. As a result, your staff have more time to add genuine value to the customer experience.

PERSONNEL

HOW DO EMPLOYEES RATE HAULAGE COMPANIES?

Employee satisfaction is critical to the success of any business. According to the University of Oxford, happy employees are 13% more productive – and productivity is key to efficiency in the sector. With the right systems in place, stress in the workplace can be reduced and staff will be able to work smarter, not harder.

However, recruiting people with the right mix of skills and experience is a key challenge for any haulier, particularly for specialist roles such as a transport manager or traffic planner. This is something hauliers need to be mindful of if they're going to retain staff and reduce churn in their businesses.

Mandata has carried out an in-depth analysis of Glassdoor reviews on businesses in the transport and logistics sector to find out how the industry is performing in terms of employee satisfaction. We analysed over 2,000 reviews to identify employees' biggest pain points and what they love about their employer's businesses.

Culture was the category that received the most positive mentions, with 70% of reviewers referencing strong company culture positively. We found that current and ex-employees referred to friendly staff, good team cultures, and considering their colleagues as friends. Leadership was also cited in 85 positive comments which referenced company culture.

Tech was a weird mix of cutting edge for some businesses and woefully outdated for others.

Interestingly, the sector's outdated processes and slow adoption of digital technologies are the biggest frustrations. Company processes was the top category mentioned in negative reviews, accounting for 36% of comments. These respondents described processes as over-complicated, manual, disorganised, chaotic, inefficient, and time-consuming. Many reviews said processes were changing too frequently, while others said there was no consensus or transparency around key processes.

POSITIVE REVIEW MENTIONS



Company culture



Positive leadership

NEGATIVE REVIEW MENTIONS



Outdated processes and slow adoption of digital technologies



Lack of technological advancements



A lack of technological advancements was another category that received a high number of negative reviews for transport and logistic company employees, accounting for 12% of comments. Many of these reviews talked about the impact of having old technologies and outdated systems, identifying them as restrictive and detrimental to efficiency and profitability.

“Old and difficult to work with technology stack.”

It's clear that a lack of investment in process efficiency and digital technologies is not only having an impact on haulage providers' operations but also their employees. So, what do employees have to say about their companies' technologies and processes?

Interestingly, the feedback regarding company technology often aligns with a lack of training and investment, as well as personal development.

Furthermore, while much of the positive feedback focuses on leadership, the lack of technologies also reflects poorly on company executives. It's often perceived as a fear of change, or a leadership team that is stuck in its ways.

To hit that sweet spot of maximum employee engagement and customer satisfaction, business leaders in the sector should consider addressing the pain points of their staff. It's clear from thousands of verified Glassdoor reviews that a lack of investment in technology and modern processes is a key frustration of employees and a source of stress.

“Outdated ways of working and tech. Most people don't want, or are scared of, change.”

RETAINING AND ATTRACTING THE BEST STAFF

Keeping employees and attracting new employees is especially pivotal in the haulage and logistics sector, which has an ageing workforce. Additionally, Brexit has compounded the issue further. 80,000 EU nationals left the UK's logistics sector in the year leading up to the Brexit deadline, reducing the percentage of EU workers in the industry's labour force from 13.5% to 10.4%. This has, in part, contributed to the RHA-reported shortage of 76,000 HGV drivers.

A driver shortage combined with one of the most prominent ageing workforces means businesses in the sector must attract young, fresh talent. According to the Road Haulage Association (RHA), the average age of road haulage drivers is 57. A further 25% of the workforce is expected to retire in the next 10 years. Millennials, the generation born between 1980 and 1995, are now all of working age and make up 21% of the UK population (Statista). Members of Generation Z, born after 1995, are beginning to enter the workplace and will likely take the place of retiring staff.

These generations come with new demands that businesses must meet in order to attract the best talent. Millennials value flexibility, with half considering it "very important" when choosing a job. They're also the most likely to job-hop, with 43 per cent planning to leave their jobs within two years. Generation Z, also known as "digital natives", have grown up with technology and expect employers to be technologically advanced.

It's clear that adopting flexible working practices and transformative technologies is key not only to keeping your existing workforce engaged, but also attracting the new generations of workers who will take the place of your retiring staff members.

80,000

EU nationals left the UK's logistics sector in the year leading up to the Brexit deadline

76,000

shortage of HGV drivers according to RHA

57

the average age of road haulage drivers in the UK



THE SOLUTION

The transport, haulage, and logistics sector is experiencing a revolution. Although the industry has been one of the slowest to adopt digital technologies, business leaders are focusing their investment on technology to get ahead of the competition.

Check out how leading businesses in the sector have led the way in digitisation, process efficiency, customer service, and profitability by using Mandata TMS.

BRIT-POL REPORTS 25% COST-SAVINGS WITHIN A MONTH OF SWITCHING

National and international business Brit-Pol provides road and rail freight services to the UK and Poland.

The business was looking for a solution to better manage its increased fleet and new routes. The addition of 160 new trailers and trucks took its vehicle fleet to 90, while the business was further expanding into Europe. Brit-Pol required a transport management system that could integrate each area of its business and provide real-time fleet tracking and management.

With the implementation of Mandata TMS, Brit-Pol gained the ability to plan and split jobs, easily allocate deliveries to drivers, gather electronic proof of deliveries rather than paper evidence, and automatically email invoices to customers.

The business realised instant efficiencies within a month of installing the system. Brit-Pol's Operations Director, Adam Zegocki, says: "Since the system was installed, we have seen efficiencies across the business and, by using the Manifest ePOD app integrated with our accounts system, we have already seen savings in processing and invoicing of around 25%."

Brit-Pol also found the integration between Mandata TMS and its Sage system beneficial, which eliminated time-consuming duplicate data entry across two systems. Data automatically updates between the two systems and attaches each job's ePOD to the customer invoices, saving time and streamlining a critical process. Sub-contractor management is also easier for the business. Adam further comments: "Using the 'un-billed reports' feature, the system enables us to simplify any sub-contractor invoicing, ensures all costs are recharged to the end customer, and allows us to see any jobs which have yet to be invoiced."

"Our fleet expansion came as we were opening up new routes deep into Europe, and with multiple jobs running for many different customers, we needed to change to a provider who could meet the needs of our new model and account for costs and revenue on different legs of each international journey.

Accordingly, we chose Mandata's TMS system because it achieves this and gives us the functionality we need to support all our processes from order to invoice."

WYVERN CARGO IMPROVES EFFICIENCY AND DRAMATICALLY REDUCES PAPERWORK

With over 45 years' experience, Wyvern Cargo is a Dorset-based distribution and warehousing company.

The business approached Mandata looking to improve its operations and flexibility with live load planning. Its previous system, according to the Operations Manager, Simon Sparrowhawk, was "effectively an invoice filing cabinet on a computer."

With over 100 trailers, 24 rigid tail lift vehicles, and 45 tractor units, Mandata TMS was the perfect solution that would allow the business to manage its large fleet and operations. The transport management system creates a central point for every job, while customers can book their own deliveries using the online portal. Once the jobs are complete, customers are automatically sent their invoices.

Simon Sparrowhawk comments: "This not only improves efficiency from an operational standpoint, but also by using the integrated driver Manifest app and the ePOD tool, our local driving team has significantly reduced paperwork. It's a feature we are actively looking at rolling out across the entire fleet. During the COVID crisis, drivers have been able to offer contactless deliveries, which reduces the risk to themselves and to the end user."

Wyvern implemented the Manifest app as part of its transition, which uses the vehicle's tracking system to provide real-time visibility of all its deliveries. This information is fed into the customer portal, allowing Wyvern's customers to see which of their deliveries are in progress, when they arrive, and the time of receipt. An additional benefit for Wyvern is the elimination of numerous calls the business previously received from customers and network depots to check their consignment statuses.

The time saved by using Mandata TMS and the Manifest app has enabled Wyvern's local delivery and customer service teams to be more productive and achieve more in their working days thanks to the reduction of proof of delivery scans and service calls.

Simon adds: "The date and time of delivery are automatically timestamped, so the drivers only need to get a name and signature - perfect for avoiding any disputes or issues regarding 'late or missing' consignments."

"We have been using Mandata for several years and originally chose the system because we wanted the operational benefit and flexibility of live load planning.

By managing all of our transport and Palletforce work through Mandata TMS, our teams are able to work together and waste less time moving between systems to find information. Customer transparency for each job is greatly improved, which adds to an overall increase in the quality of service we provide."

DERRY REFRIGERATED TRANSPORT ACHIEVES BUSINESS GROWTH

Derry Refrigerated Transport is a leading service provider for chilled and frozen distribution throughout Ireland, also serving the UK and Europe. The company also provides cold storage warehousing solutions.

The business had invested in new trucks and trailers, expanded its cold storage warehousing capacity by over seven times, and increased its staff headcount. In order to manage and maintain this exponential growth, Derry Refrigerated Transport needed a transport management system.

Working regularly with large supermarket chains and food wholesalers, the business was required to keep up with increasingly high service-level demands, so increasing visibility and efficiency was essential.

Patrick Derry, Director at Derry Refrigerated Transport, says the business' increased workload would have been "unmanageable" without the implementation of Mandata TMS. "Before we adopted the Mandata TMS, we were doing maybe 10 to 20 movements per day and we were working primarily on Excel spreadsheets, just using a basic IT system to manually input job details and charge for them.

"With the Mandata TMS in place, we can now comfortably manage between 400 and 500 jobs per day. The flexibility of the system has allowed us to grow to the size that we are now," says Patrick.

In addition to the outstanding productivity increase within the business, the implementation of Mandata has allowed Derry Refrigerated Transport to deliver a much-improved customer experience, something which is essential due to the high demands of its client base.

Patrick continues: "Because we have full visibility across the system, we can deliver the high levels of service our customers expect, and they trust us to do a good job because they know that we have the systems in place to reinforce what we're doing. Our web services customer portal enables customers to track their job statuses and access PODs, and at the same time saves everything back to our TMS, so all of the job information is kept together."

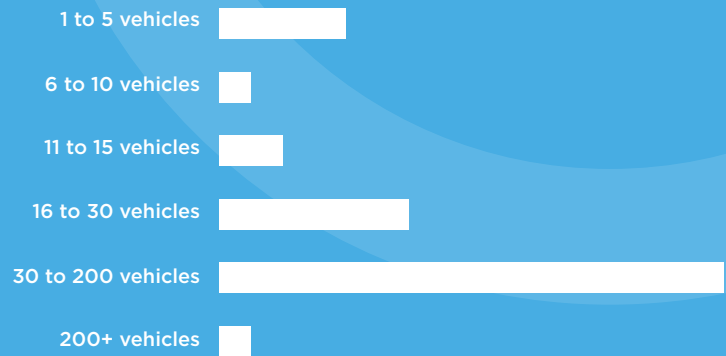
The business has plans to further increase its storage capabilities, and now has a scalable platform in place that will enable its future growth.

"Without a doubt, if we hadn't had Mandata on board, we couldn't have gotten to where we are today."

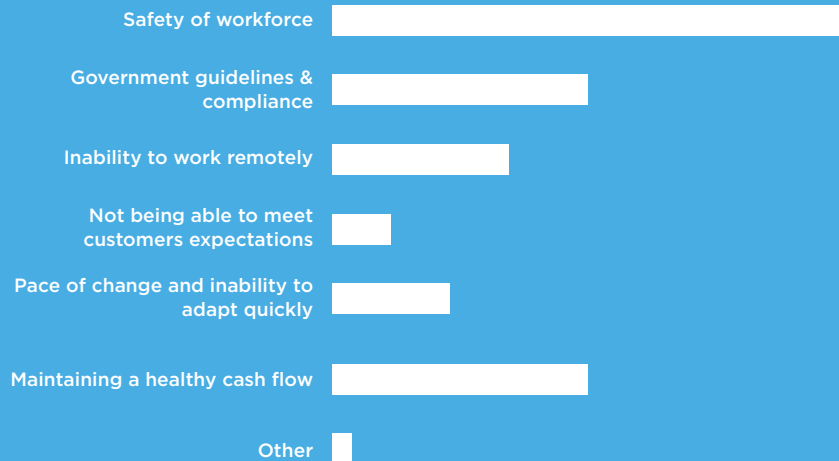
UNDERSTANDING YOUR BUSINESS CONCERNS

Mandata has surveyed a number of logistics and haulage operators to identify the biggest challenges the industry faces.

Q1 HOW BIG IS YOUR FLEET?



Q2 WHAT ARE YOUR BUSINESS CONCERNS REGARDING COVID-19?



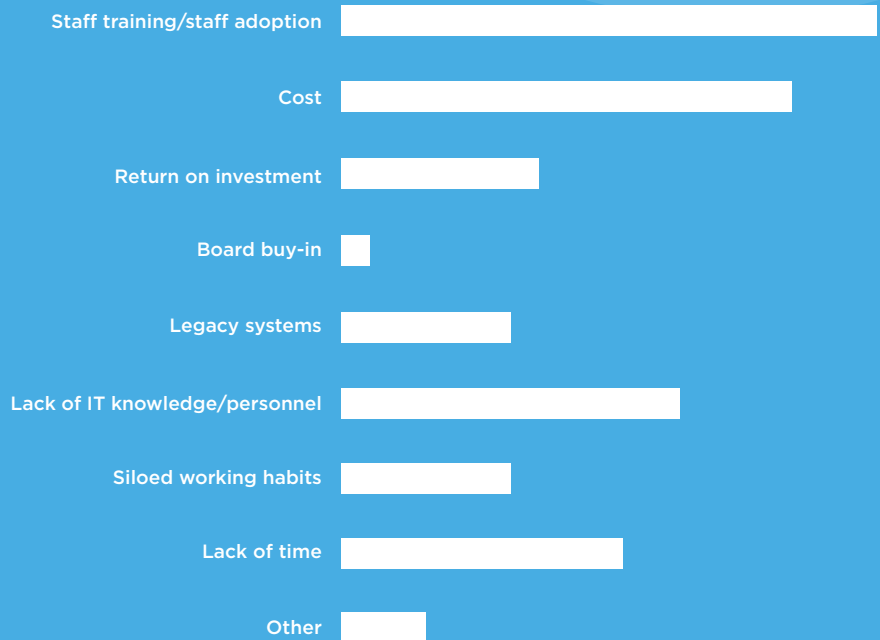
Q3 WHAT ARE YOUR BIGGEST CONCERNS WHEN IT COMES TO BUSINESS GROWTH?



Q4 HOW ARE YOU LOOKING TO IMPROVE YOUR BUSINESS OPERATIONS IN 2021?



Q5 WHAT DO YOU SEE AS THE BIGGEST BARRIERS TO DIGITAL ADOPTION?



READY TO FIND OUT MORE?

The uptake of digital technologies will rise sharply in the sector in the next few years. Implementing tailored digital solutions will not only allow your business to be more efficient, but it will also result in cost efficiencies and even provide the platform for future growth.

Now is the time – get in touch with Mandata today to find out how to revolutionise your business processes. Call us on 0191 250 2220 to speak to a member of our team.

Make an enquiry today:

0191 250 2220

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