



TRADE

**Radaro's digital partnership
with global construction
materials OEM, dramatically
reduces damage claims
to deliver immediate ROI**

RADARO



Radaro is proud to partner with one of the global leaders in construction materials.

With operations in 90 countries, more than 41,000 employees and turnover of \$20bn USD, Radaro has partnered with the APAC supply chain team to significantly improve operational transparency, efficiencies and customer experience.

Implemented across 30 Australian trade centres, each taking continual customer orders, requiring hundreds of daily deliveries, this powerhouse needed a modern approach to their final mile. Enter Radaro.

The Results With Radaro



**NATIONALLY IMPLEMENTED
IN LESS THAN 5 MONTHS**



**DRAMATIC REDUCTION
IN DAMAGE CLAIMS**



**75% REDUCTION
IN INBOUND CALLS**



**COST SAVING
OF 3.5 FTE / DAY**



01 - Challenge

Outdated paper based systems were not providing the flexibility required to manage a modern specialised delivery fleet. The final mile supply chain lacked digital transparency, auditability and cost accountability, specifically centred around:

- **Rising Damage Disputes** – customer complaints regarding damaged products were escalating, costing millions. The paper-based system made it increasingly difficult to handle damage claims efficiently, leading to costly disputes that drained resources and damaged customer relationships.
- **Overwhelming Call Volumes** – Without delivery transparency, “where’s my order” calls were exceeding 400 per day, with each requiring multiple touchpoints, consuming valuable time and creating frustration for customers and staff alike.
- **Lack of Delivery Visibility** – Without real-time tracking, the company had no way to monitor the location of drivers or job status. This lack of insight led to poor planning and inefficient delivery scheduling.
- **Rising Fleet Costs** – The increasing reliance on third-party contractors for deliveries was driving up costs, leading to a need for better fleet management and resource optimisation.



02 - Solution

Radaro's Digital Transformation

Moving from a paper based system, to a fully integrated and digitised last-mile delivery service, enabled these challenges to be addressed head-on. Radaro's world leading suite of platform capabilities not only streamlined operations but also delivered measurable improvements in customer experience, operational efficiency, and cost management with immediate effect.

- **Reduced Damage Disputes** - Radaro's advanced job completion tools streamlined the process, ensuring drivers adhered to best practices and captured crucial evidence to resolve damage claims swiftly.

a) Job Checklists – Radaro checklists capture photo evidence at the point of delivery to ensure goods have not been damaged in transit. Checklists provide a customised job completion process enforcing minimum standards across all deliveries.

b) Digital Proof of Delivery with Completion Codes – Radaro's POD feature provides a range of unique and customisable Completion Codes. Drivers select the appropriate code to indicate the status of each job's delivery. With the automatic escalation feature, any delivery requiring further action from the business can be proactively addressed rather than waiting on the customer to call or the driver to return to the store.

c) POD Photos & Signature – Radaro enables a minimum number of photos to be taken as part of the job completion process enabling assurance that correct evidence is captured at the point of delivery and gathering a client signature at the point of delivery provides proof of the goods condition, reducing unnecessary disputes.

- **Improved Visibility and Transparency** - Radaro's dispatch and customer service portals provide real-time tracking of deliveries, giving the business unparalleled visibility.
 - **Driver Location Tracking** – Stores and dispatch teams can now see Driver locations enabling easy planning of additional deliveries.
 - **Increased First Call Resolution** – Customer service and sales staff now have full visibility of jobs and delivery details enabling calls to be addressed more efficiently, and increasing first call resolution rates.



03 - Outcome

Radaro's digital solutions yielded a significant return on investment across multiple areas:

- **Reduced Damage Claims** – the introduction of Radaro's digital processes resulted in a dramatic reduction in damage claims, plus expedited the resolution time. Customer service teams now have all the necessary information at their fingertips, enabling proactive issue resolution before complaints even surface.
- **Operational Transparency across the business** – from the stores to the dispatch teams, Radaro's management portal enables complete transparency of job status, driver locations and fleet capacity. Administrative ROI of 3.5 FTE / day.
 - Customer call resolution has been expedited
 - Reduced inbound call volume from customers
 - Contractor utilisation decreased with improved planning and utilisation of owned fleet
- **Improved Customer Experience** - The transparency extends to the customer, who now receive proactive communication about their delivery timeframes, reducing calls to stores and customer service centers. This led to a more positive customer experience and higher satisfaction.
- **Cost Savings:** By reducing the reliance on third-party contractors and optimizing owned fleet use, the business quickly saw a reduction in delivery costs, improving overall profitability.

Conclusion

Radaro's digital transformation has proven to be a game-changer for this global leader in the construction materials industry. In the back office alone, the company has reduced administrative time by 3.5 FTE / day.

By embracing digitisation, the company was able to reduce damage claims, streamline operations, enhance visibility, and ultimately deliver an exceptional customer experience.

This case underscores the powerful impact of digitised last-mile solutions in driving efficiency and customer satisfaction across the supply chain.





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