



TRADE

## Digital Transformation Meets Agile Strategy: Jaybro's Path to Market Leadership

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RADARO



Jaybro is an award-winning, customer-led services business, proudly boasting industry leading customer satisfaction. For Jaybro, fast and accurate fulfillment is mission critical.

Operating out of more than twenty sites Australia-wide, Jaybro's implementation of Radaro, has revolutionized its last mile transition across owned and contractor fleet.

The enhancement in digitisation and transparency across Jaybro's supply chain has enabled a competitive differentiator as a catalyst for industry leadership.

## Achievements so far

- 50% and growing transition for metro final mile deliveries to in-house owned and operated fleet.
- 6-month, fully integrated National implementation



"Guided by the experts at Radaro, we have been able to free up our talent to engage in more meaningful customer interactions that drive further innovation and move the needle"  
"Our unique configuration of the Radaro platform ensured that our implementation went right to plan and began to provide a broad range of benefits in a matter of weeks."

– Group Transport & Freight Manager at Jaybro

## Company Overview

Jaybro is on a mission to be the number one supply partner for the infrastructure industry.

With offices and warehouses across **Australia and New Zealand**, Jaybro have been providing customers with quality products, industry-leading service, and expert advice for **over 25 years**.

Jaybro's primary objective is to make life easier for people who design, build and maintain essential infrastructure by offering a wide range of products. **Jaybro's product range extends across speciality site safety, temporary fencing & barriers, civil consumables, geosynthetics, underground utilities and more.**

As Australia's premier provider for infrastructure workers, Jaybro's service standard is market leading, **ensuring swift 4-hour deliveries** to metropolitan areas in every state and New Zealand.

### Industry

Trade

### Warehouses

20+

### Use Case

Digitisation  
Transition to owned fleet



## 01 - Challenge

- **Customers may receive products from up to three separate deliveries (potentially from different drivers)** due to Jaybro's extensive product range, which is warehoused at various purpose-built sites, with a fourth driver possibly collecting returns
- **Customers had limited visibility** of when their deliveries will arrive and had to reach out to their customer service team for information if required
- **A lack of streamlined and standardised configuration**, operational processes for driver collections and drop-offs across the construction industry were managed across multiple systems.
- **Data insights were not real-time** and unable to support effective management decision making.



## 02 - Solution

- Radaro's dispatch and customer care interfaces offer seamless, real-time monitoring of driver and vehicle movements, providing:

- **Enhanced resource sharing,**
- **Maximised fleet utilisation,**
- **Optimised routes for efficient driver actions,** and
- Job allocations that adhere to specified time frames and capacity constraints.

This streamlined approach **ensures a singular point of contact for customers** and internal customer care teams, **simplifying the goods reception process** both at individual site and territory level.

- With Radaro's delivery notifications, Customers are provided with:
  - **Precise time of arrival details,**
  - **Real-time tracking** of the approaching driver, and
  - **Direct communication** between the driver and the customer.
- Radaro's intuitive interface seamlessly integrates with third-party inventory and financial systems via API. The result is a significant transformation of the delivery team's operational efficiency. Fully smartphone app enabled, drivers are seamlessly and efficiently updating:
  - **Job statuses in real-time,**
  - **Optimising routes,**
  - Maintaining communication with customers, and
  - **Providing real-time corrections for inaccurate addresses** and customer accounts.
- **Radaro's business intelligence tool acts as a real-time data aggregator,** offering customised configurations. Jaybro leverages this tool to access instant operational insights, shaping the creation of team incentives. This approach fosters a motivated culture and leads to an **enhanced end customer experience (CX).**



## 03 - Outcome

- **Within 6 months**, 50% of Jaybro's metro deliveries were with their company-owned fleet.
- Customer returns management are now highly streamlined through the Radaro interface. Jaybro's **Receiving and Returns team has boosted efficiency** as a result of direct integration into the company's ERP and core business workflows.
- Leveraging the **deep data and analytical insights** provided by Radaro's business intelligence reporting, Jaybro is driving continuous improvement across its supply chain. Radaro's insights are not only driving operational efficiencies but also fostering a culture of transparency and motivation, culminating in an **overall improvement in customer experiences**.



## Testimonials

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"Radaro has also enabled us to increase our company-owned fleet, signifying a move towards greater control of our supply chain end-to-end but also underscores Jaybro's commitment to optimising resources and enhancing delivery efficiency."

– Group Transport & Freight Manager at Jaybro





# RADARO

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