



TRADE

A Leading Paint Group Unveils How Their Customers Win

RADARO



In the realm of last-mile logistics, the demand for efficiency and customer satisfaction has never been more paramount. A partnership with Radaro has proven to be a game-changer for PPG Industries Australia, affording them a distinctive advantage that truly outshines their competition. While many in the industry strive to deliver prompt service, PPG takes it a step further by making customer experience their foremost priority. A significant achievement has been the extension of the two-hour express delivery promise, a benchmark typically associated with major fast-moving consumer brands, across their 34 franchisees.

The Results With Radaro



Company Overview

For more than 135 years, PPG has enhanced the world by developing and delivering trusted paints, coatings, and materials. Through dedication and creativity, they collaborate closely with their customers to overcome their challenges. PPG Industries Australia is a wholly owned subsidiary of the United States-based PPG Industries Inc. serving various markets, including construction, consumer products, industrial, transportation, and aftermarkets. Headquartered in Clayton, Victoria their facility stands as Australia’s largest industrial paint manufacturing plant and is equipped with modern research and development, quality control, and colour laboratories. PPG remains dedicated to the vision of Ford and Pitcairn, encapsulated in their motto, “We Protect and Beautify the World”.

Industry

Trade

Employees (Global)

52,000

User Case

Paint Delivery – Trade Store Network



01 - Challenge

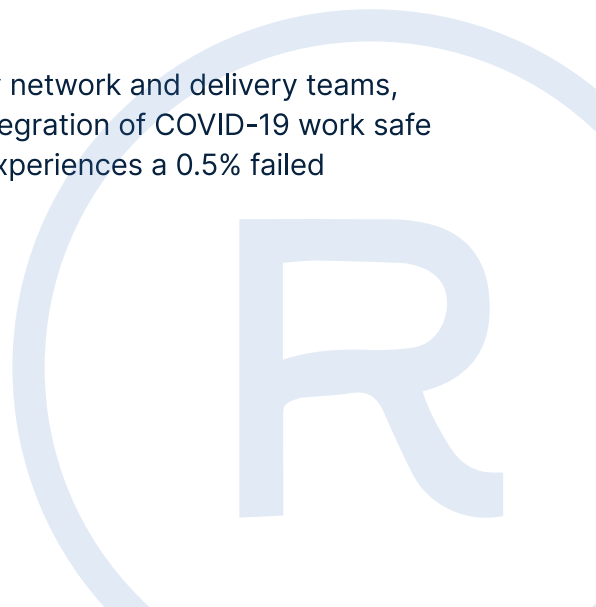
- ✓ Customers have no visibility of when their pre-scheduled orders will arrive.
- ✓ Relying on drivers to convey in-field messages on behalf of customers.
- ✓ No real-time visibility and control over their operations, customer teams, delivery teams and customers

02 - Solution

- ✓ Personalised event-triggered SMS and email notifications offer real time visibility to customers, meet their delivery needs and creating a positive brand experience
- ✓ Radaro's Real-Time Escalation Alerts allow PPG to swiftly respond to customer needs for additional paint orders
- ✓ Incorporating webhooks, triggered by specific events, processes are now automated to ensure real-time information is available to all parties, reducing the risk of delays, miscommunication and ensuring a seamless operational workflow is achieved.

03 - Outcome

- ✓ Enabling PPG to control and own their customer experience, maintain a digital footprint and receipt of all deliveries. Customers can now enjoy an express two-hour delivery pledge, backed by elevated customer service and engagement.
- ✓ Radaro generates data and enables PPG Stores to configure unique data capture on delivery to ensure they remain in close contact with their customers and needs. The implementation of Radaro software digitising every touch point of delivery has led to 93.8% of deliveries delivered in full and on time and a surge in order quantities due to customer satisfaction.
- ✓ Store managers have full transparency into their delivery network and delivery teams, to enable faster, more efficient delivery, including the integration of COVID-19 work safe practices and compliance procedures. As a result PPG experiences a 0.5% failed delivery rate.





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