



TILLING TIMBER

Driving National Transformation Through Local Action and Global Thinking

RADARO



With Radaro, Tilling Timber redefined its transport operations across Australia — achieving **100% delivery visibility, seamless digital integration**, and **enhanced compliance** across eight national sites, all within **three months**.

The Results with Radaro

RESULT	IMPACT
National rollout in 3 months	Validated in 4 weeks, rolled out to 8 sites nationwide ahead of schedule
50% reduction in admin workload	Less time spent on investigations, calls, and driver follow-ups
1-week integration	Real-time data flow between Radaro and Tilling Connect during pilot
Enhanced CoR compliance	Digital pre-start checklists for all subcontractor drivers and vehicles

Company Overview

Industry	Employees	Use Case	Headquarters
Timber Manufacturing & Distribution	150+	Transport & Logistics Transformation	Melbourne, Australia



Radaro’s growing fast — nationally and internationally — but they’re still connected to their customers. They think big but act local, and that gives us confidence.”
– James Heron, National Transport Operations Manager, Tilling Timber

01 - Challenge | Building a Modern Transport Ecosystem

Tilling Timber, one of Australia’s largest timber manufacturers and distributors, embarked on a **national transport transformation** to improve **efficiency, visibility, and compliance** across its rapidly growing operations.

The company was transitioning away from a single national carrier to a **localised owner-operator model**, connecting hundreds of subcontractor drivers across seven sites. However, this shift exposed critical challenges:

- Limited delivery visibility and delayed tracking data from legacy systems
- Manual follow-ups to customer queries creating heavy administrative workload
- Inconsistent customer experiences with fragmented data
- Paper-based pre-start check documentation creating CoR risk exposure
- Lack of integration between customer and transport platforms

Tilling needed a **scalable, customer-centric transport solution** that could **unify operations** and provide **real-time transparency** for both customers and internal teams — all within its digital ecosystem, Tilling Connect.



Our old system was limited — delayed tracking, poor connectivity, and little visibility. We needed something more upmarket and user-savvy.”

02 - Solution | A Partnership for Transformation

Tilling Timber partnered with **Radaro** to deliver a **national digital transformation** that aligned with both organisations’ shared values — **growth mindset, customer-first philosophy, and operational excellence**.

Seamless Integration, Unprecedented Speed

Radaro **integrated** directly with Tilling Connect within **one week** during the pilot phase. This rapid, two-way integration gave Tilling’s customers instant visibility through their existing customer portal without needing to change behaviour or access a new platform.



Integration took one meeting, and within a week, we were live.”

Stronger Visibility and Communication

Radaro enabled drivers to capture and upload **real-time photos and proof-of-delivery data**, achieving **100% visibility** across all deliveries. The result: customer queries dropped dramatically as delivery information became instantly accessible through Tilling Connect.



When the phone runs hot, it’s because you have issues. With Radaro, the phone stopped ringing — customers already had the answers.”

Enhanced Compliance and Safety

Through digital **pre-start checklists** and driver safety workflows, Radaro ensured all subcontractor vehicles met **Chain of Responsibility (CoR)** requirements. Non-compliant vehicles were automatically flagged, triggering proactive intervention by site leadership.



“Now every driver, even those who work for us once a month, completes a digital pre-start. If something’s wrong, it’s flagged and fixed before they go on the road.”

Collaborative Change Management & Customer-Centric Support

Navigating change across eight sites required structure, advocacy, and trust. Radaro’s **customer success team** met weekly with Tilling’s operations leaders to resolve issues quickly.

A Queensland-based site advocate championed adoption at Tilling Timber, bridging the gap between local teams and Radaro’s national rollout.

From pilot to rollout, Radaro’s responsiveness set it apart. Support was immediate, personal, and outcome-focused — no tickets, no waiting.



Having an internal advocate who spoke our language, and Radaro who matched our pace — that combination made implementation easy.”

03 - Outcome | A National Transformation in Record Time

Faster Validation, Faster Rollout

Within **four weeks**, Tilling validated Radaro’s performance, cutting its planned pilot period in half and launching a **full national rollout** to eight sites **three months** ahead of schedule.

Radaro’s reliability and clear value drove immediate confidence among frontline teams and executives alike. The project not only met its targets, but it also accelerated Tilling’s entire digital transformation roadmap for transport.



Once the team saw how well it worked, the board said, ‘If it’s working, move faster.’

Operational Efficiency and Reduced Overhead

By eliminating manual investigations and multi-call delivery chases, Tilling reduced admin workload by 50%, freeing staff to focus on customer experience and continuous improvement.

Enduring Partnership

Beyond the technology, what stood out most was Radaro’s partnership approach — agile, responsive, and deeply invested in shared success.

The background is a dark blue map with white line art representing streets and buildings. A large, faint, semi-transparent watermark of the letter 'R' is visible in the bottom right corner.

RADARO

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