

Indian supply chain service provider turns package sorting on its head

Client

- Express distribution and supply chain service provider
- Based in India, but with a presence across the Asia-Pacific region

Business Partner

Armstrong

Overview

Ecommerce is booming in India, and online orders are shipped to locations all over the country. One pioneer and leader in India's express distribution and supply chain markets is emblematic of companies that require automation to increase accuracy and lower operational costs.

Business challenge

This organization delivers hundreds of thousands of packages each day to communities across India. A year ago, all these packages were manually sorted at a 3 million-square-foot warehouse. This approach required a great deal of manpower, which inflated labor costs. Moreover, the manual sorting process opened the door to human error. Sorting mistakes reduced productivity, which affected operating efficiency and potentially reduced customer satisfaction.

Additionally, the distributor was forced to charge customers either on the basis of dead weight or on information provided by clients.

The company did not have an efficient means of capturing individual parcel data, so it relied on customers' estimates of volumetric dimensions and could not effectively charge customers based on a volumetric rate.

Ecommerce is growing exponentially in India. TrueSort integrates seamlessly into our system, enabling us to sort packages faster and more efficiently."

— Senior Manager, Express Distribution and Supply Chain Service Provider

Technology used

- BlueCrest TrueSort™ automated parcel sorting solution

“It’s a win-win. The solution is helping us bring efficiency into our fulfillment operation.”

— Senior Manager, Express Distribution and Supply Chain Service Provider

To fully take advantage of the ecommerce revolution in India, the distribution company decided to automate parcel sorting.

Solution

After considering various options, the company selected the BlueCrest TrueSort™ automated parcel sorting solution. The TrueSort solution provided excellent throughput, while enabling the company to effectively handle various parcel sizes and optimize operational efficiency. Ultimately, the distributor’s management team realized TrueSort was the right solution.

Additionally, the team wanted to work with a global entity that could provide on-site service and expertise to support the company’s continued growth. Partnering with BlueCrest enables the distributor to leverage automation for better accuracy and data capture.

Benefits

BlueCrest, in partnership with India’s largest intralogistics automation integrator, Armstrong, installed a TrueSort automated parcel sorting solution.

“Ecommerce is growing exponentially in India,” says a member of the company’s management team. “The TrueSort integrates seamlessly into our system, enabling us to sort packages faster and more efficiently.”

Six months after the solution was installed, BlueCrest and the company jointly performed a system audit that verified a significant reduction in sorting errors.

BlueCrest proprietary Business Logic Processing (BLP) software drives the TrueSort solution by providing essential data for tracking, reporting and making critical business decisions. With BLP software capabilities, the distributor can now accurately bill based on volumetric weight, which is helping to increase revenue.

BlueCrest provides on-site support for the TrueSort solution as needed.

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Armstrong is one of India’s leading system integrators providing factory automation and warehousing solutions. For over 20 years, Armstrong has built solutions for verticals including fast-moving consumer goods (FMCG) and retail.

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For more information, call 877-406-7704 or visit us online at bluecrestinc.com.

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