ALOD

CASE STUDY

Provide Automated Logistic Services on Demand

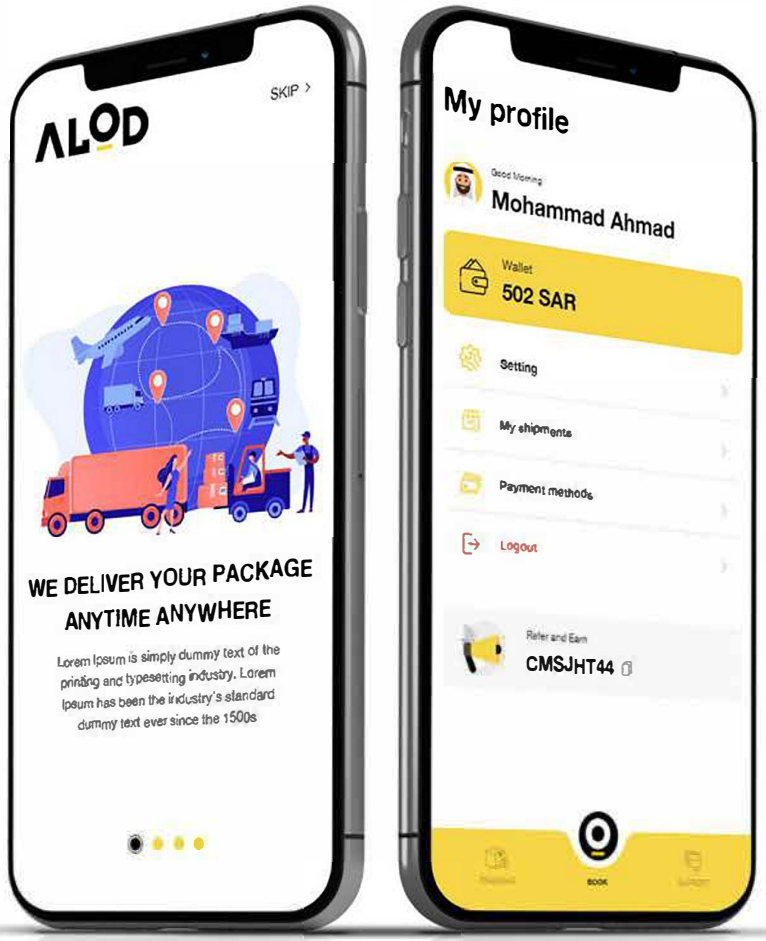
FULLeSTOP®
delivering promises.

[Vijay Arora] [Version 1.0] [27th.July.2023]

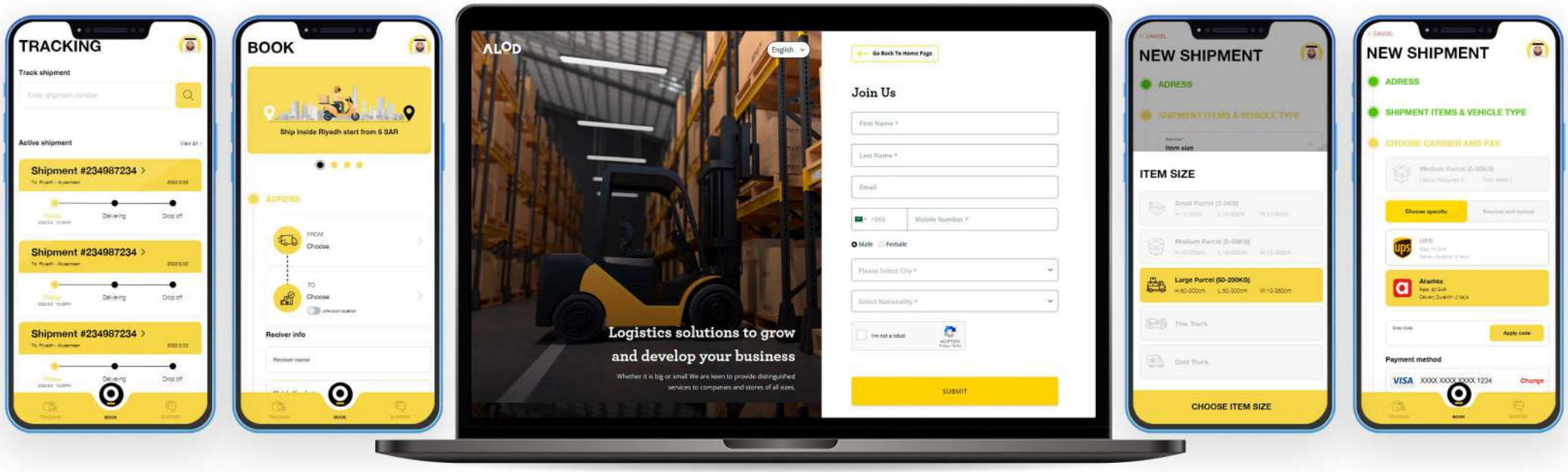
Client Objective

ALOD, established in 2020, initially followed a traditional shipping model but swiftly evolved into a prominent provider of express shipping and third-party logistical operational services in Saudi Arabia. With a strong commitment to empowering users, ALOD aims to provide them with seamless import and export capabilities worldwide.

The objective of ALOD was to collaborate with a dependable development partner to create a high-quality solution that demonstrates e-commerce capabilities specifically tailored for last-mile delivery. As a leading logistics service provider, ALOD sought to showcase its expertise in streamlining shipping processes for businesses, individuals, and e-commerce enterprises. Fullestop, a renowned company specializing in online logistics solutions, came forward with an innovative idea to fulfill this objective and revolutionize last-mile delivery in the industry.

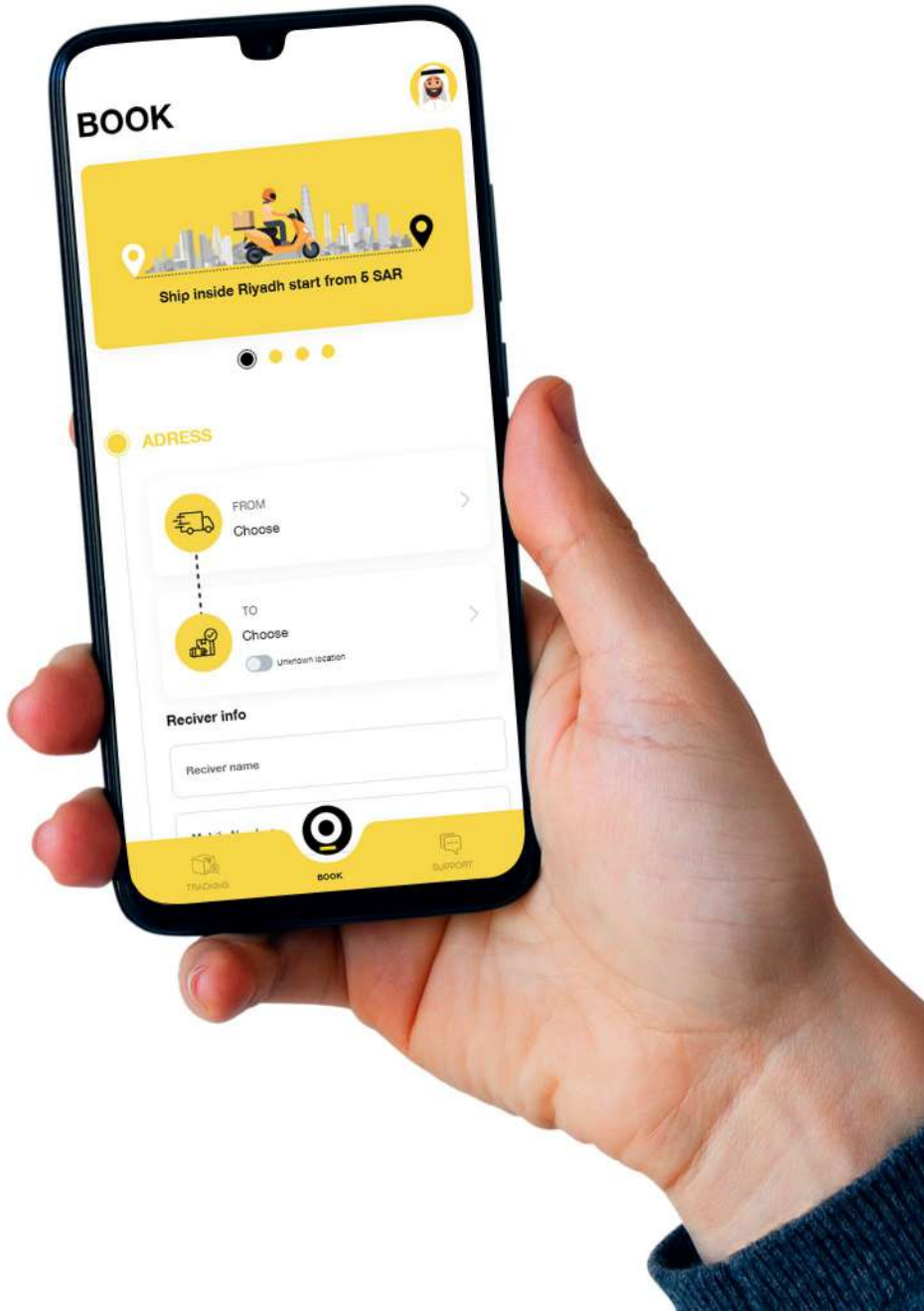


Mobile App Screens



Value Delivered to the end Customer

Fullestop has played a crucial role as a strategic partner in ALOD's mission to deliver flexible logistic services. Leveraging its technological expertise, customization capabilities, and integration solutions, Fullestop has assisted ALOD in implementing a robust platform that optimizes logistics operations. By emphasizing user experience and interface design, Fullestop has elevated ALOD's platform, ensuring it is user-friendly and captivating.



Problem Statement

The existing system failed to deliver reliable and consistent service, leading to customer dissatisfaction and numerous complaints.
The initial challenge in the Alod project was to develop a shipping application and website that would allow users to import and export goods from anywhere in the world. The application helped to make the process of importing and exporting goods more efficient and accurate.

Before developing the platform, the client faced various challenges and hurdles, including:

Communication efficiency
Establishing effective communication channels between Alod, marketplaces, and delivery partners.

Seamless user experience
Overcoming challenges to provide a user-friendly experience.

Integration complexity
Challenges in integrating and communicating with different delivery partners and marketplaces.

Platform consistency
Ensuring consistent and accurate information across multiple platforms.

Solution

Fullestop provided a comprehensive solution for Alod to address existing system issues and ensure reliable and consistent service.
The primary focus was on developing a shipping application and website that streamlined the import and export process for users worldwide.Fullestop tackled integration complexity by devising robust frameworks and protocols, enabling smooth communication between Alod, delivery partners, and marketplaces.Communication efficiency was improved by establishing effective channels of communication, ensuring seamless coordination and timely updates throughout the logistics process.Fullestop implemented measures to maintain platform consistency, synchronizing data and ensuring accurate information exchange across multiple platforms.The developed application and website optimized the import and export process, resulting in improved efficiency, accuracy, and increased customer satisfaction.

Here are some additional details about each point:

Integration complexity

The existing system was complex and difficult to integrate with other systems. Fullestop's solution addressed this by devising robust integration frameworks and protocols. This enabled smooth integration and communication between Alod, different delivery partners, and marketplaces, ensuring consistent and accurate information exchange.

Communication efficiency

The existing system did not have effective channels of communication between Alod, marketplaces, and delivery partners. This led to delays and errors in the logistics process. Fullestop's solution addressed this by establishing effective channels of communication. This ensured seamless coordination and timely updates throughout the logistics process.

Platform consistency

The existing system was not consistent across multiple platforms. This caused problems for users who were trying to use the system on different devices or browsers. Fullestop's solution addressed this by implementing measures to synchronize data and maintain consistency across multiple platforms. This made it easier for users to use the system on any device or browser.

Improved efficiency, accuracy, and customer satisfaction

The developed application and website optimized the import and export process. This resulted in improved efficiency, accuracy, and customer satisfaction.

Disruption and Innovation

Fullestop disrupted the import and export industry by providing a comprehensive solution that addressed the existing system issues and ensured reliable and consistent service.

Fullestop's solution disrupted the industry in several ways:

It addressed the integration complexity.

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Fullestop's solution also innovated the import and export industry by:

Fullestop has introduced a set of innovative features and advanced technologies in Alod. The company provides customers and partners with a smooth and hassle-free logistic services experience.

Instant Shipping Cost Calculation

By allowing customers and businesses to simply enter the origin and destination locations, along with the weight, Alod's platform enables users to instantly calculate the shipping cost. This feature saves time and provides transparency in pricing.

Flexible Delivery Partner Selection

Users have the freedom to choose their preferred delivery partners based on their specific requirements. Alod's platform provides a wide range of trusted delivery partners, giving users the flexibility to select the most suitable option.

Cold Shipment Capabilities

Alod offers specialized cold shipment services, allowing users to transport temperature-sensitive goods with utmost care and precision. This innovation expands the range of goods that can be shipped, catering to industries such as pharmaceuticals, food, and healthcare.

Comprehensive Shipping Options

Both businesses and customers can ship parcels, pallets, and containers through Alod's platform. This versatility accommodates various shipment sizes and meets the diverse needs of users.

Global Shipping

Alod's customer application enables individuals to ship their items to any location worldwide. This global reach empowers customers to seamlessly engage in international trade and expand their businesses globally.

Enhanced Business Experience

Businesses can conveniently log in through the application to track their shipments in real time. Additionally, Alod provides a user-friendly business dashboard, offering comprehensive shipping management tools and insights.

Real-Time Tracking

Alod's platform provides real-time tracking features, allowing customers and businesses to monitor their shipments throughout the entire journey. This transparency enhances trust and provides peace of mind.

Seamless Import and Export

Alod facilitates import and export operations for both customers and businesses, enabling them to engage in international trade effortlessly. This feature expands the market reach and fosters global business growth.

Driver Management

Agencies can efficiently manage their drivers through Alod's system, ensuring effective coordination and optimized driver allocation for smooth logistics operations. A dedicated driver application further streamlines driver-related processes.

Through these innovations, Alod has significantly transformed the logistics landscape, providing customers and businesses with advanced features, convenience, and global connectivity, making shipping processes more efficient and seamless than ever before.

Innovative Features

Fullestop has introduced a set of innovative features and advanced technologies in Alod. The company provides customers and partners with a smooth and hassle-free logistic services experience.

Delivery partner integrations

Team Alod has integrated with various delivery partners to expand its reach and provide seamless logistic services. This integration allows customers to choose from a wide range of trusted delivery partners, ensuring reliable and efficient shipping options.

For International:
UPS, DHL

Alod has partnered with renowned international logistics providers such as UPS and DHL. This collaboration enables smooth and secure international shipments, with access to their global networks and expertise in cross-border logistics.

Domestic:
J&T, Shipa, SPL,

For domestic shipments, Team Alod has integrated with reputable local delivery partners like J&T, Shipa, and SPL. These partnerships ensure fast and reliable deliveries within the country, catering to the specific needs and preferences of domestic customers.

For Cold shipment:
JONEx

Recognizing the importance of temperature-controlled logistics, Team Alod has joined forces with JONEx for cold shipments. This integration ensures that perishable goods or sensitive products requiring specific temperature conditions are handled with utmost care, maintaining their quality and integrity throughout the delivery process.

Marketplace Integration:
Salla, ZID

Team Alod has established partnerships with popular marketplaces like Salla and ZID. This integration allows seamless connectivity between the logistics platform and these marketplaces, simplifying order fulfillment and ensuring smooth coordination between sellers and the logistics team.

Marketplace integration

In addition to Salla and ZID, Team Alod offers marketplace integration with various other e-commerce platforms. This integration facilitates seamless order processing, synchronization of inventory, and automated tracking updates, enabling a smooth logistics experience for sellers and buyers alike.

Challenges

Shipping items within a city or across different cities in KSA can be a complex and time-consuming process. Customers often struggle with determining the cost of shipping, managing logistics operations, and ensuring the safe transport of sensitive items like cold shipments. Additionally, businesses face challenges in streamlining their logistics operations and managing last-mile deliveries efficiently.

Solution

Alod Delivery offers a comprehensive solution to address these challenges and simplify the shipping process. Here are the solutions provided:

01 Calculate Shipping cost

Alod's advanced shipping cost calculator eliminates the hassle of determining shipping costs. The user-friendly platform allows users to input the necessary information, instantly generating accurate and transparent shipping cost estimates. This ensures that customers have a clear understanding of the cost involved in shipping their items, avoiding any unexpected expenses.

02 Cold Shipping

Alod recognizes the unique requirements of businesses and individuals who need to ship temperature-sensitive items. Through their dedicated cold shipment service, Alod ensures the safe handling and precise delivery of sensitive goods, providing customers with peace of mind.

03 Individual Solutions

- **For Customers**
  Alod's user-friendly app allows individual customers to import or export their items. Whether it's parcels, pallets, or containers, Alod provides a seamless experience for individuals with personal shipping needs, ensuring their items are delivered efficiently and reliably.

- **For Drivers**
  Alod offers opportunities for drivers to be part of their delivery network, allowing them to earn income while providing essential delivery services to customers.

04

Business solutions

- **On-Demand Last-Mile Delivery:**
  Alod streamlines last-mile delivery for businesses, ensuring prompt and efficient delivery of goods to customers' doorsteps.

- **E-commerce solution:**
  Alod provides tailored logistics solutions for e-commerce businesses, enabling them to manage their shipments effectively and meet cu stomer expectations.

- **Warehousing Services:**
  Alod offers warehousing services, allowing businesses to store their inventory securely and streamline their supply chain operations.

- **Dry & Cold Shipping:**
  Alod caters to businesses' diverse shipping needs, including both dry and cold shipments, ensuring the safe transportation of goods in the appropriate conditions.

- **Track Shipping:**
  Alod provides a robust tracking system that allows customers to monitor the progress of their shipments in real time. This feature ensures transparency and provides customers with peace of mind, knowing the exact location and status of their items throughout the delivery process.

By embracing Alod Delivery's comprehensive solutions, individuals and businesses can experience the convenience, efficiency, and peace of mind that come with a streamlined and reliable logistic services provider.

Result & Impact / Results and Insights

The introduction of Alod Delivery and its innovative features has brought significant results and insights, transforming the logistics landscape in KSA. Here are the key outcomes:

A. Streamlined Shipping process.

B. Transparent and Accurate cost calculation.

C. Enhanced cold Shipping services.

D. Comprehensive Business Solutions.

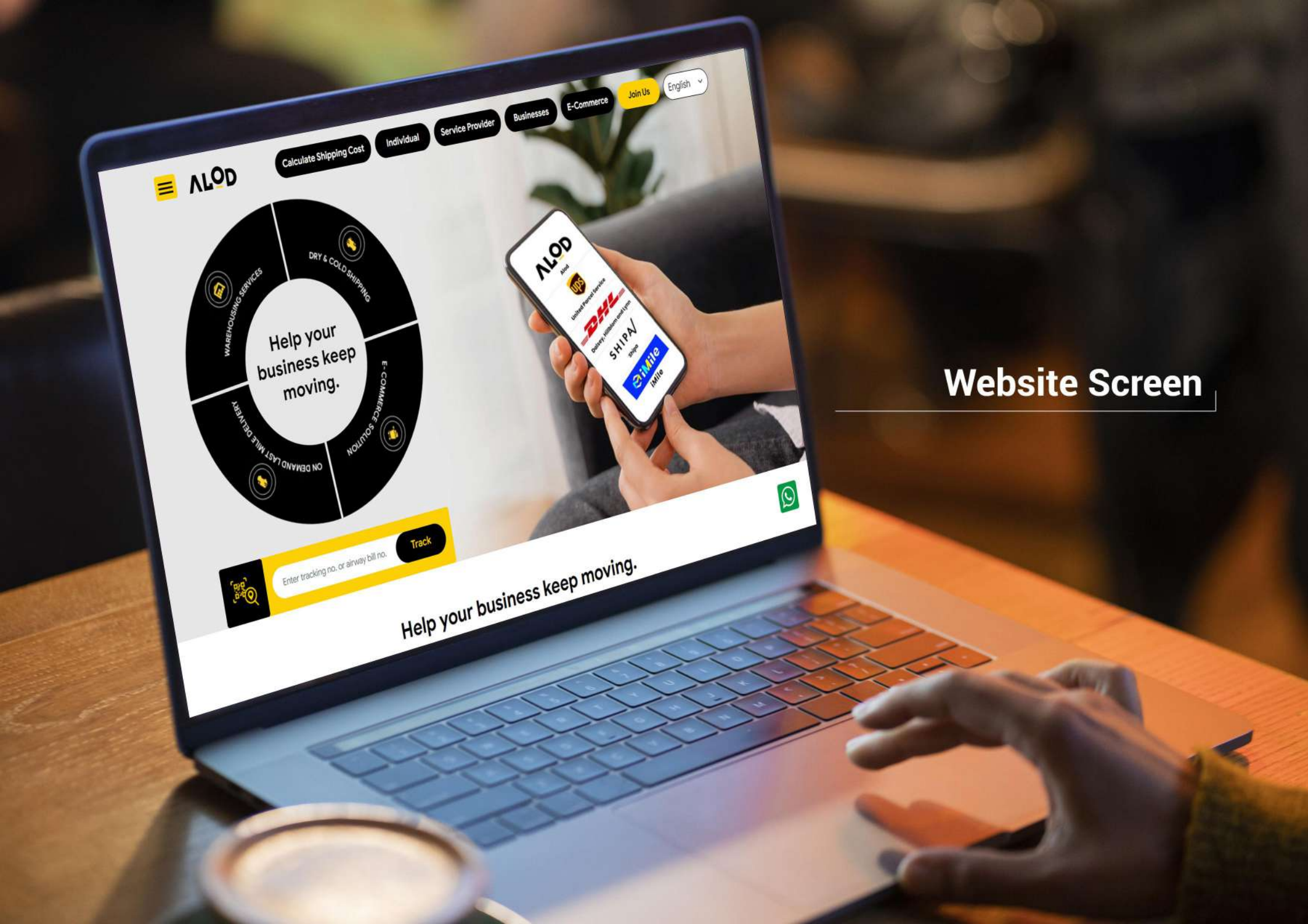
E. Real-time Tracking and Transparency.

F. Insights into Customer Preferences.

It has resulted in a streamlined and efficient shipping process, accurate cost calculation, enhanced cold shipping services, comprehensive business solutions, real-time tracking, and valuable customer insights. By embracing Alod Delivery, customers and businesses can experience unparalleled convenience, efficiency, and peace of mind in their shipping endeavors.

Lessons learned

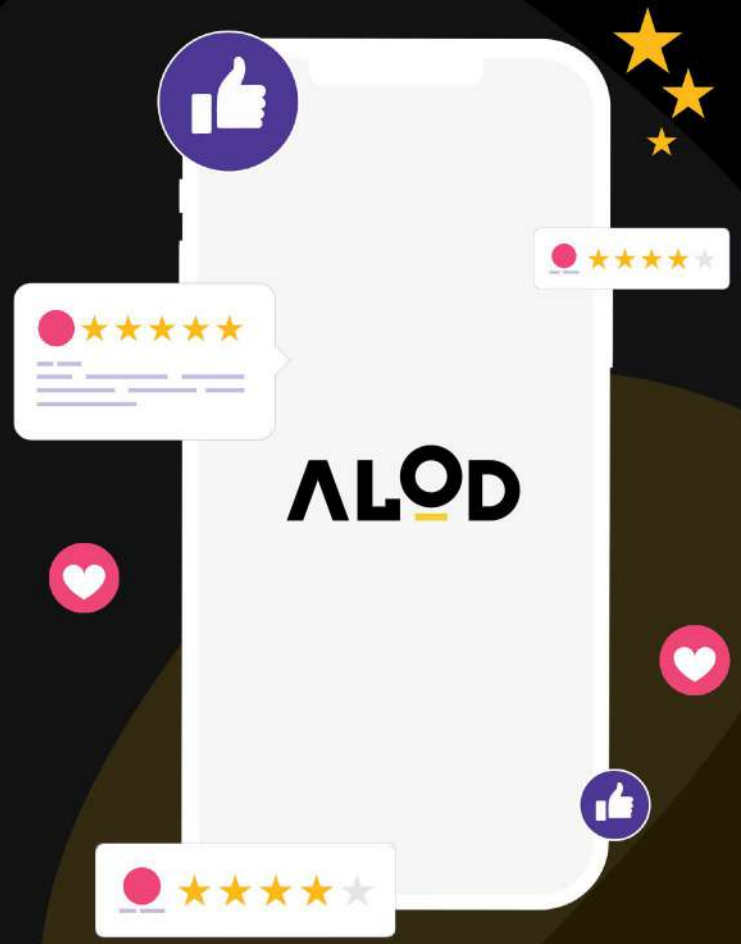
The key lesson learned from **ALOD's** transformation is the power of strategic partnerships in successful business evolution. By collaborating with Fullestop, **ALOD** gained access to cutting-edge technologies and customization capabilities, enabling them to optimize logistics operations and enhance the user experience. **ALOD's** customer-centric approach and adaptability to changing market demands further contributed to its success. This transformation emphasizes the significance of staying responsive to market needs, fostering strategic alliances, and embracing technological advancements to drive innovation and growth.



Website Screen

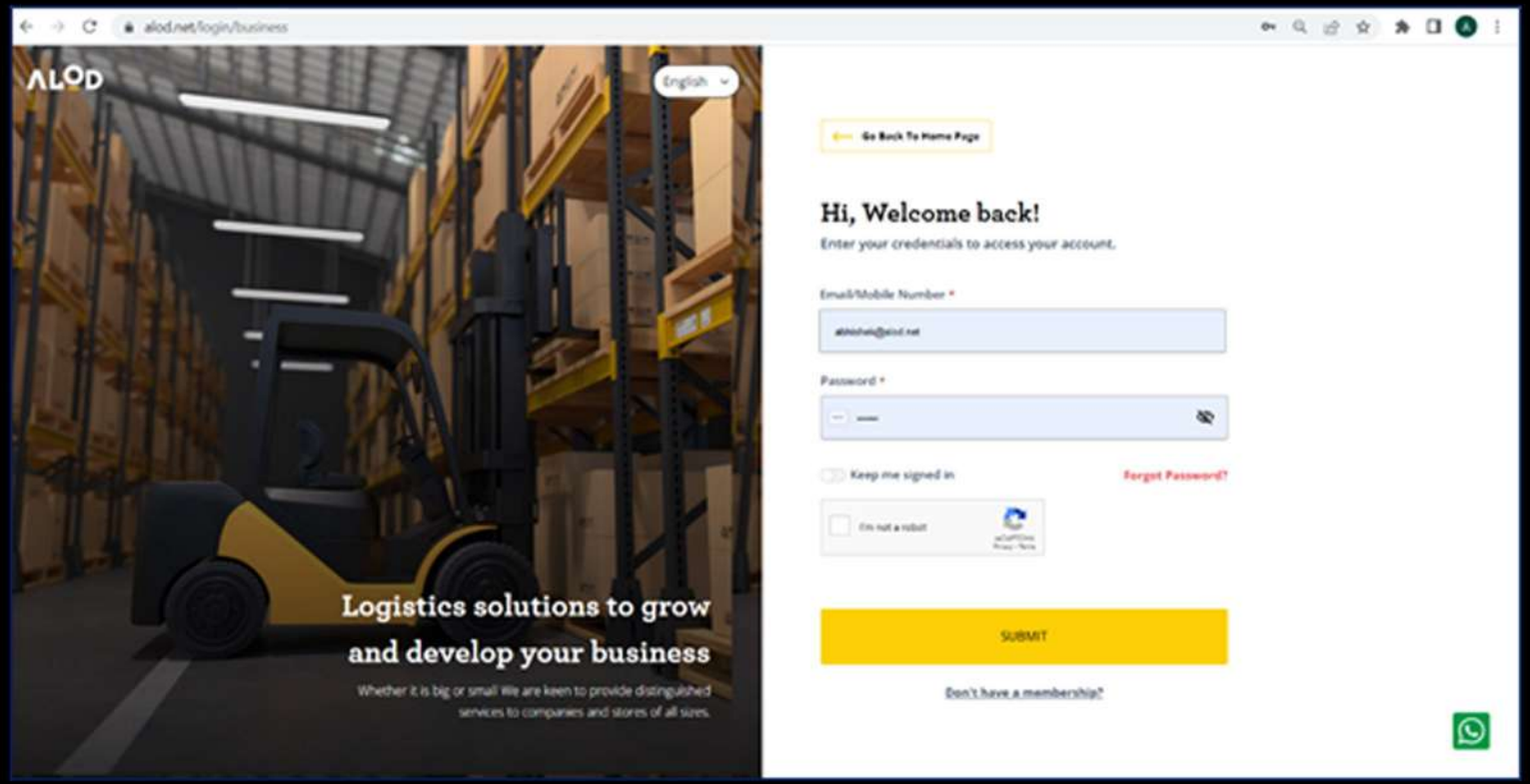
Conclusion

In conclusion, **ALOD's** transformation with the strategic partnership of Fullestop exemplifies the essence of successful business evolution. Their journey from a traditional shipping model to a prominent express shipping and logistical services provider highlights the importance of adaptability and staying responsive to changing market demands. **ALOD's** customer-centric approach further solidified its position, emphasizing the paramount importance of putting the users' needs at the forefront. This transformation serves as a testament to the value of forging strategic alliances and embracing technological advancements to drive continuous innovation and foster growth in the industry.



Project Snapshots

Dashboard



Thank You...