REVOLUTIONIZING LOGISTICS IN INDIA

WITH ZOHO Creator

BLACKBUCK

When India's first marketplace for trucks saw a spike in registered vehicles—from 10,000 to 50,000 in a short span of six months—it wasn't able to use spreadsheets to cater to the growing demand. BlackBuck had the money to scale, but it didn't have the right solution. It also had trouble sharing the right data with the right people. Tracking a fleet spread across 200 cities was getting ever more difficult... until Zoho Creator was roped in. The app built through Zoho Creator was able to handle future growth, provide a platform to secure data, and above all, was available on mobile and web platforms.

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ABOUT BLACKBUCK

Based in Bangalore, BlackBuck (BB) started as one of India's first marketplaces for trucks. The company started small, but eventually received several rounds of funding from venture capitalists. After the third and most recent round of funding from Sands Capital, it now has over 100 million dollars to manage logistics throughout India. In a very short span of time, BB has gathered some famous companies as clients, like Asian Paints, Unilever, Coca Cola, and Godrej.

UNIQUE BUSINESS MODEL

BlackBuck brought about a change in the world of logistics by addressing the issue of vehicles returning empty. For example: If a truck is assigned a trip from Bangalore to Chennai, it's likely to come back without cargo. The company designed a model to surmount this drawback. The trucks that were registered with BlackBuck can now be assigned another trip from the drop location, which means better prices for their customers, better pay for the return trip, and above all, a reduced carbon footprint.

SPREADSHEETS HINDER GROWTH:

Like many companies, BlackBuck initially turned to spreadsheets to manage its assets and trips. This was an easy solution as long as the number of registered trucks and owners was limited. But as the company grew, it became difficult to keep track of all the details. That's when the technology-driven company started to look for options.

INCREASING ASSETS AND INCREASING DIFFICULTIES

BlackBuck operates in over 200 cities across India. Keeping track of assets distributed to the truck drivers across these cities was difficult to manage through a spreadsheet.

The different assets that BB needed to track were:

a. RFID tags: for seamless passage through tolls

b. Fuel cards: to avoid fuel surcharges and to benefit from cash back

c. Cash cards: to use for other expenses, like warehouse charges and food

The company was planning to add more assets in the near future. Managing them on spreadsheets was becoming a big pain for BlackBuck.

Fuel cards were BlackBuck's beta initiative to alleviate the challenges of thousands of fleet owners (and their own business transactions with them). They also wanted to manage multiple trips and the expenses related to them, efficiently and transparently.

WHEN EXCELLING GETS CHALLENGING

The company dealt with a fleet of truck owners, operating in and outside its home state. In a span of just six months, the number of registered owners grew from 10,000 to 50,000. Handling all of their information through a spreadsheet was a tedious task. To create some operational ease, it needed an application that could keep track of its fleet and handle trips accordingly.

SHARING THE RIGHT DATA WITH THE RIGHT PEOPLE

While BlackBuck worked on better utilizing its resources for logistics, it also discovered a major problem in sharing distinct data with its customers and fleet owners. If a fleet owner wanted to know the status of their truck, that individual information was a challenge to share from a spreadsheet. BB needed a framework that would allow every truck owner to access just their specific details.
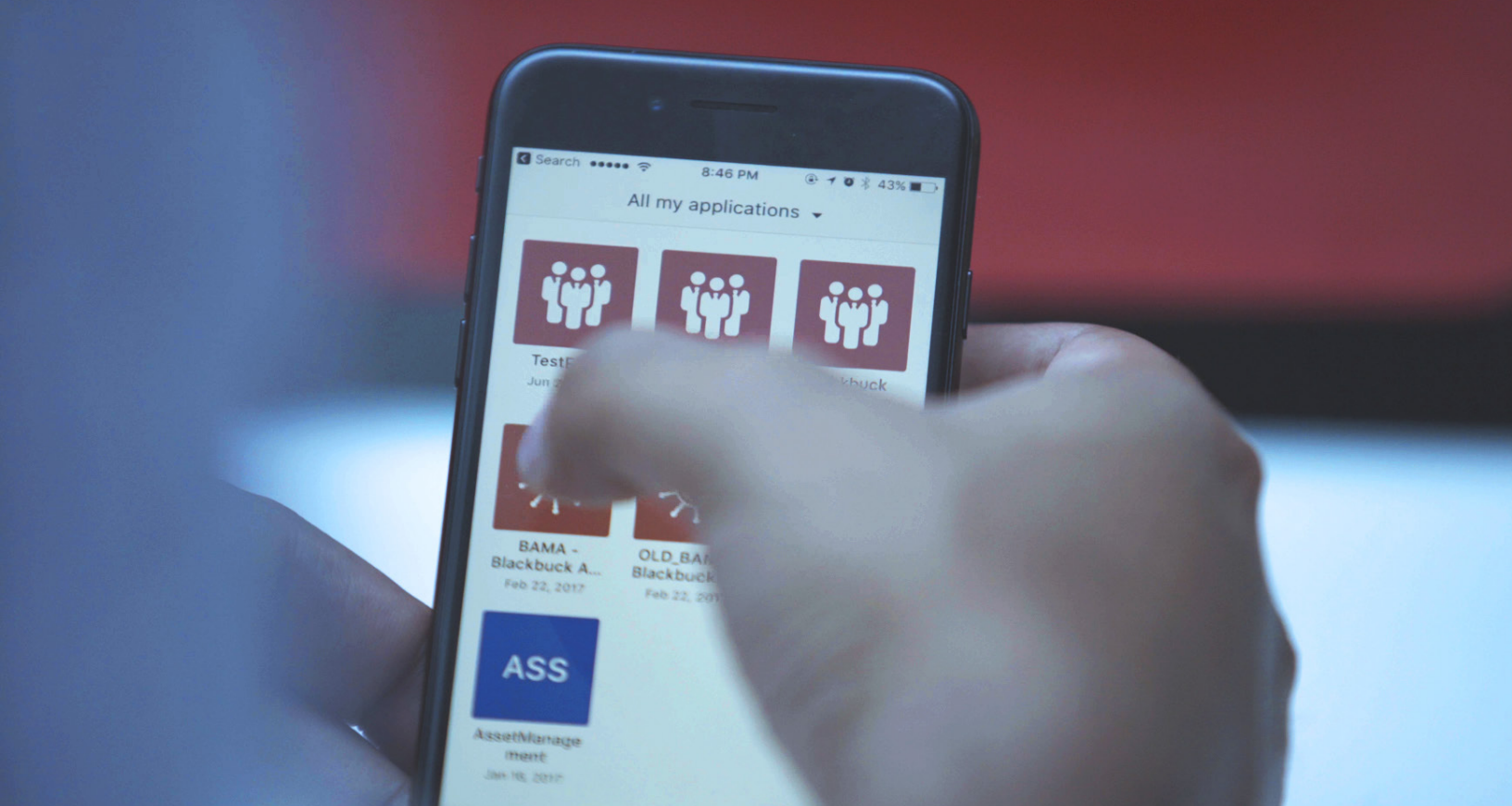
THE TEAM THAT MADE THE CHANGE

When things got more difficult day by day, BB decided to look for solutions to manage their roadblocks. Dot2Globe, a Zoho Creator Certified Partner, was onboarded to spearhead the process.

BB's primary goal for the application was to improve the company's efficiency and scalability to match the demand and growth of the organization. Dot2Globe understood the underlying problem and built an application on Zoho Creator in just two weeks' time.

KEY TRANSFORMATIONS

Asset management: BlackBuck, as mentioned earlier, has assets that include RFID tags, fuel cards, and cash cards. With the app, they can now track those assets throughout the country. They built an approval process that led to better control of the company's assets and improved efficiency. The application helps manage traceability, accountability, and mobility over several thousands of such assets, from the time they enter the organization to their expiration.

Key features of this application include:

- The ability for admins to import and edit data and assign assets in bulk
- Simple assignment and redistribution of assets across the organization hierarchy
- A view of asset distribution across locations and departments
- Roll-up reports of asset distribution from lower-level to top-level hierarchy
- Multiple workflows for approval, acceptance, assignment, and increased traceability of every organizational asset

Using the app: The fuel card, cash card, and RFID tags are handed over to the truck drivers to use during a trip. These assets are distributed by regional BlackBuck POCs (points of contact) to truck owners across 200 locations. The central admin in the head office receives these assets in bulk and registers them in the application. Depending on the requests from different POCs, the admin assigns those assets and then tracks their inventory and flow. Doing so not only helps keep tighter control over asset procurement and disbursement, but also has the indirect benefit of saving time and expense.

Fleet management: BlackBuck deals with a fleet of truck owners, both inter- and intrastate. The fleet management application helps create and manage multiple trips, along with conferring the ability to handle the associated account payables/receivables.

KEY FEATURES OF THIS APPLICATION

- Profile management of trucks, drivers, routes, and customers
- Trip management features, like creating trips, suggesting new routes, and assigning trucks and drivers
- Expense management aspects, including recording all expenses related to a trip
- Calculation of expenses per trip, payables, and receivables by truck owners and customers

Using the app: A truck owner dealing with BlackBuck will have one or more trucks transporting goods. BlackBuck makes an advance payment to the truck owners. Upon completion of the trip, either BlackBuck or the truck owner must provide or return the expenses incurred. It's important to know what each party owes the other, the duration of the trip, and details about the truck and the driver involved. The application facilitates this process.

ABOUT ZOHO CREATOR:

Running a business is no mean feat, and we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of pre-built apps and modify them. The best part? You don't have to be a programmer. Just sign up, pick a plan, and start building!

Great brands that trust us:

hp   DHL   PayPal   Honeywell   BBC   PIXAR   IKEA

We'd love to talk! Reach out to us:

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