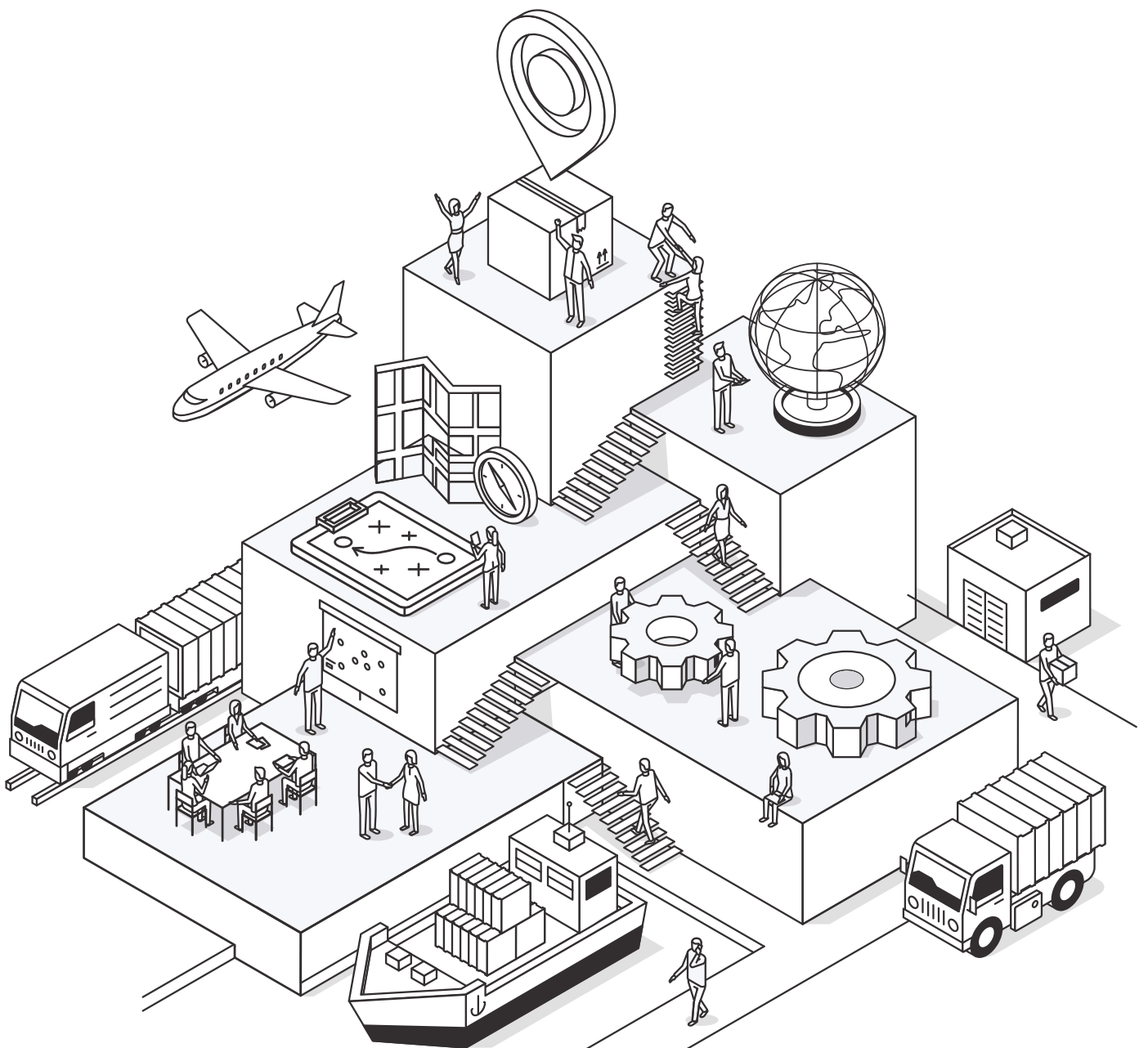


**FREIGHTAPP**

# Holistic Logistics powered by Zoho Creator



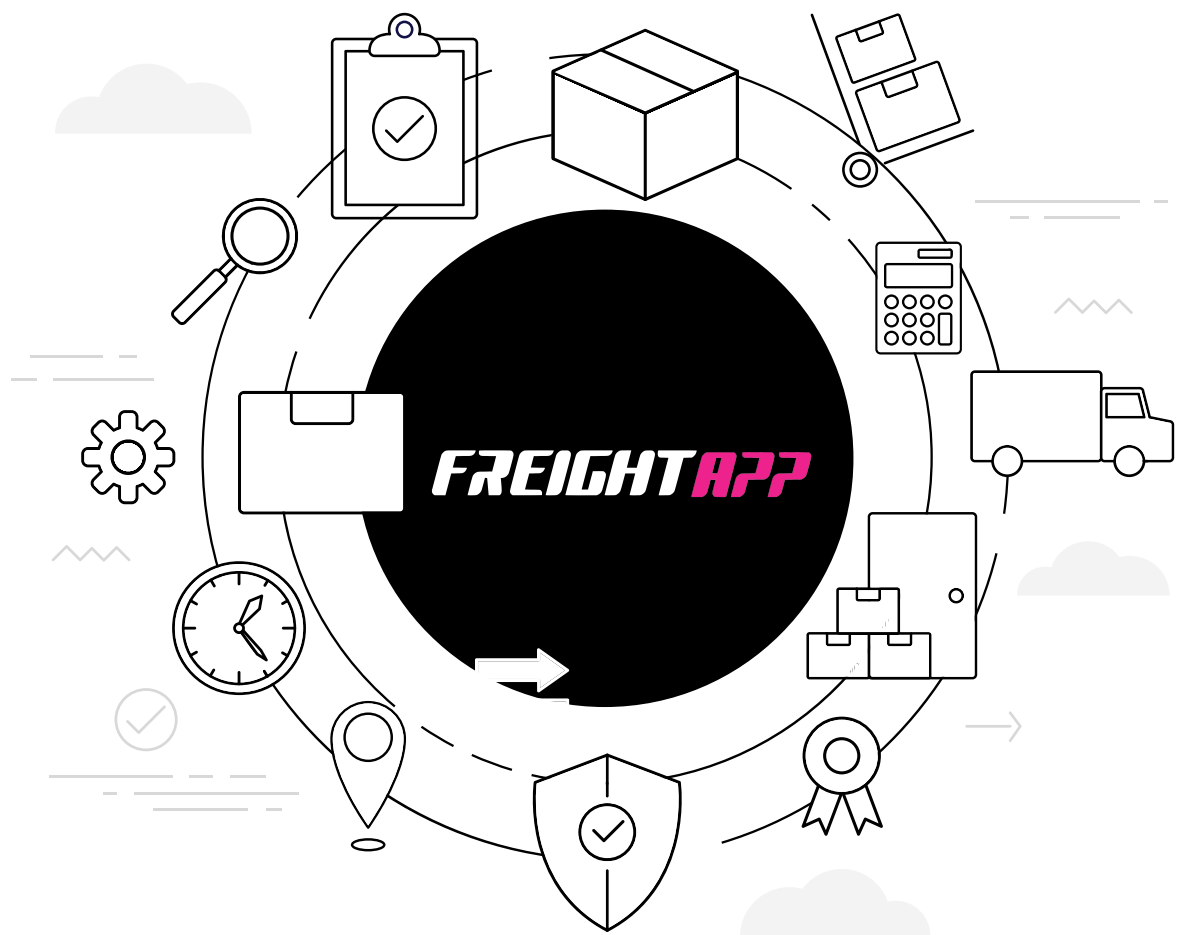
**ZOHO** Creator

# INDEX

The company	03
The challenge	04
The solution	05
Benefits and ROI	09
Looking forward	11

# THE COMPANY

FreightApp is a subsidiary of Midtrans, one of the UAE's leading supply chain and logistics companies. Founded in 2020, FreightApp is a trusted community marketplace for people to ship goods around the world. It helps arrange international cargo delivery, as well as provide services such as facilitating customs clearance, forwarding cargo to interior points, coordinating with its network of agents for efficient cargo forwarding, and organizing imports.



# THE CHALLENGE

The founder of FreightApp, Khaldoun Khouli, was previously using a cloud-based legacy logistics solution for several years. He found that platform to be lacking essential features, and it didn't grant him autonomy over the applications created on it. Instead, he had to rely on third-party developers to control and manage his work and applications. Moreover, the platform was rigid and didn't offer a satisfactory return on investment.

An avid follower of the latest technology trends, Khouli started scouring the internet for alternative software solutions to run his logistics business. He researched application development platforms and stumbled upon the world of low-code application development (LCAD). LCAD, in a nutshell, is the use of minimal programming code to develop applications by leveraging visual development methodologies. After evaluating several LCAD platforms, he eventually signed up for Zoho Creator.



I was looking for a platform that would allow me to create applications for myself, by myself. It had to be a single platform, secure, and capable.

**-Khouli**

Zoho Creator fit this bill perfectly.

# THE SOLUTION

Unlike other low-code application development platforms, which had steep learning curves, Khouli found Zoho Creator easy to learn. He was able to create his first app quickly—and when he wanted to implement complicated custom logic using Deluge, Zoho Creator's proprietary scripting language, he found it a breeze to learn. He was able to find informative tutorials on Zoho Creator's AppDNA Youtube channel, and the official Zoho Creator forums were a treasure trove of information for him to learn from and develop his app.

The primary goal of FreightApp's custom application is to track and manage the location of agents from anywhere. Using FreightApp, Khouli works to build, maintain, and expand a network between his logistics agents and all his branches, both domestic and overseas. This network spans Asia, Europe, America, and the Middle East, with plans for further expansion in the future.

FreightApp is intended to serve as a one-stop solution for all types of enterprise logistics clients. It aims to provide services such as tracking and tracing cargo, maintaining accounts, and archiving and reporting on operational data. Using this app, owners can build a global network comprised of partners and certified logistics agents.

The app is targeted at normal businesspeople (line of business users) and logistics agents, and is intended to serve the domains of courier services and air, sea, and ground freight.

FreightApp functions as a web portal that customers can access through a URL. It's also available as a mobile application for both Android and iOS.

On FreightApp's dashboard, there are many options, including:



### **Create employee**

This allows the administrator of the application to create a new employee and add them to the system.



### **New client**

This allows the administrator to create a new client who can transact using the application.



### **New offer**

This allows the admin to create a new offer quote.

In addition, the following views are also available on the dashboard:

#### **i) All employees**

This view provides a list of all the employees of the organization.

#### **ii) All clients**

This view provides a list of all the clients of the organization.

#### **iii) All offers**

This view provides a list of all the offers that have been quoted.

#### **iv) Track and trace**

Using this feature, anyone can track their shipments. This feature is offered in collaboration with FreightApp's shipping partner, DP World, who has operations in 80 ports worldwide.

#### **v) Chat support**

This live chat customer support feature is implemented using Zoho SalesIQ. Using this, clients and the general public can get advice, assistance, and support for all FreightApp services.

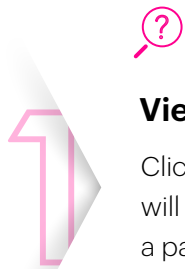
#### **vi) Cargo loading guide**

This guide instructs customers on the best way to load/fit their cargo into containers or trucks, based on the measurements of their packages.

## vii) Enquiries

This section of the dashboard provides a holistic view of all the enquiries that have been raised by prospective clients.

The columns in this tab are:



### **View enquiry**

Clicking this button will take the user to a page containing details about the enquiry.



### **Make offer**

This will allow the administrator to make an offer.



### **View offer**

This will allow the administrator to view an offer.



### **Status**

The status can be one of two types—**booked** or **enquiry submitted**.



### **Enquiry number**

This will display a unique 12-digit enquiry number.



### **Name**

The name of the person who raised the enquiry.



### **Phone**

An optional field that displays the phone number of the person who raised the enquiry.



### **Email**

An optional field that displays the email ID of the person who raised the enquiry.



**viii) Shipments**

This displays all shipments.

**ix) Notifications**

This shows notifications for each new activity that has been initiated in the application.

**x) Audit log**

This tracks changes made to any forms in the application.

## **BENEFITS & ROI**

FreightApp has several advantages, with the most prominent among them being:

### **The simplification of statistics**

FreightApp leverages Zoho Creator's powerful report builder to create visual charts representing data. These reports range from simple pie charts to complex kanban reports. This diversified reporting approach facilitates client and network growth.

### **Easy to understand**

FreightApp is intuitive, and no training is required for anyone to begin using the application. FreightApp makes communication between all logistics stakeholders effective and simple.



With my previous legacy software, I had to spend months to bring new employees up to speed on my organization's processes. With FreightApp, the training effort required is minimal. Now I can train new employees to get up to speed on my systems within hours.

**-Khouli**

### **The credibility factor**

By aggregating vetted and reliable agents into one unified platform, FreightApp improves their credibility for any logistics endeavour conducted on it.

### **The impact of FreightApp**

FreightApp has the potential to cause a tremendous positive impact on any logistics operation. It serves as a convenient platform for the customer, provides added value to logistics agents, offers convenient payment options, and allows easy tracking of business operations.



I've solved all the day-to-day problems of my logistics business using Zoho Creator.

**-Khouli**

# LOOKING FORWARD

**Khouli** intends to augment FreightApp by adding new features to drastically increase operability. First off, they plan to set up an integration with their CRM to enhance the rapport of FreightApp's users with its customers. They also plan to add live shipment tracking, so customers and vendors alike can monitor their packages. Lastly, for now, they plan to integrate with their accounting interface to augment FreightApp's ability to crunch financial data for added insight.



Zoho Creator has provided me a platform on which I was able to create FreightApp with minimal coding and technical knowledge. Thank you, Zoho!

**-Khouli**



[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us:  
[hello@zohocreator.com](mailto:hello@zohocreator.com)