vi business

optimising Logistics:
Real-Time Visibility with Vi Business' IoT Smart Mobility solutions

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Transforming Supply Chain Efficiency from Farm to Front Door with IoT Smart Mobility Solutions

A leading agribusiness enterprise operates a temperature-sensitive poultry distribution network across India. Specializing in farm-to-retail delivery of perishable goods, the company faces inherent challenges in preserving product integrity.

This is critical in an industry where 13% (Science Direct) of the world's food is lost during supply chain transit – a vulnerability amplified by India's climate and infrastructure constraints. Their mission: deliver fresh products within narrow viability windows while managing animal health solutions and sustainable farming partnerships.

With over 350 vehicles, the company ensures fresh poultry products reach retail partners and consumers promptly while maintaining quality across its diversified portfolio, including animal health solutions and sustainable farming practices.

Business Challenge

- **Lack of Visibility:** Limited real-time monitoring of last-mile deliveries, creating risks in a sector where 13% of global food is lost in supply chains (Science Direct).

- **Operational Inefficiencies:** Unoptimised routes and idle times—critical when the average fleet vehicle wastes 20% of its lease term idling (Ridecell)

- **Employee Accountability:** The organization had to validate the genuineness of the sales team's trip for reimbursement, ensuring transparency and minimising fraudulent claims.

- **Real-Time Tracking:** To achieve real-time tracking of vehicles and employees to obtain actionable insights for improving operational insights, they needed an IoT-based solution.

- **Customer Satisfaction:** Delivery delays threatened loyalty, with research showing 85% (Flexe) of customers switch brands for faster delivery, and 72% (Ridecell) cite delivery speed as a top purchase factor.

Our Solution

Our IoT Smart Mobility – Fleet Management Solution provided an end-to-end tracking system that included both wired and wireless tracking devices, seamless IoT connectivity, an intuitive platform, and comprehensive managed services. The core features included:

- **Real-Time Tracking:** Continuous monitoring of vehicles and employees with live maps, detailed trip histories, vehicle status, and speed metrics, all accessible from a single dashboard.

- **Instant Alerts:** Automated notifications for events such as geofence breaches, extended idle times, ignition on/off, over-speeding, and device connectivity changes.

- **User-Friendly Platform:** Role-based access controls and flexible configuration options allowed the client to easily add devices, manage vehicles, and create customised geofence areas to suit their evolving business needs.

Business Impact

Here is how Vi Business IoT Smart Mobility Solutions made a substantial impact:

- **Enhanced Visibility:** Achieved 100% real-time tracking of last-mile deliveries, resulting in a 65% improvement in delivery status transparency and a 40% reduction in delivery-related customer queries.

- **Improved Accountability:** Enabled GPS-based employee tracking to validate field movement, leading to a 70% drop in fraudulent travel claims and saving lakhs annually

- **Operational Efficiency:** Route optimization and reduced idle time improved logistics performance, resulting in a 30% increase in deliveries per day and 25% reduction in fuel consumption across the fleet.

- **Customer Satisfaction:** Timely deliveries and proactive notifications enhanced customer trust, driving a 15% increase in repeat orders and pushing Net Promoter Score (NPS) up by 22 points.

- **Cost Savings:** Efficient fleet utilization and minimised delays reduced operating expenses by 18%, translating to considerable annualised cost savings.

To know how Vi Business solutions can benefit your business, contact us.