

Emirates Logistics India empowers its business with Zoho Creator



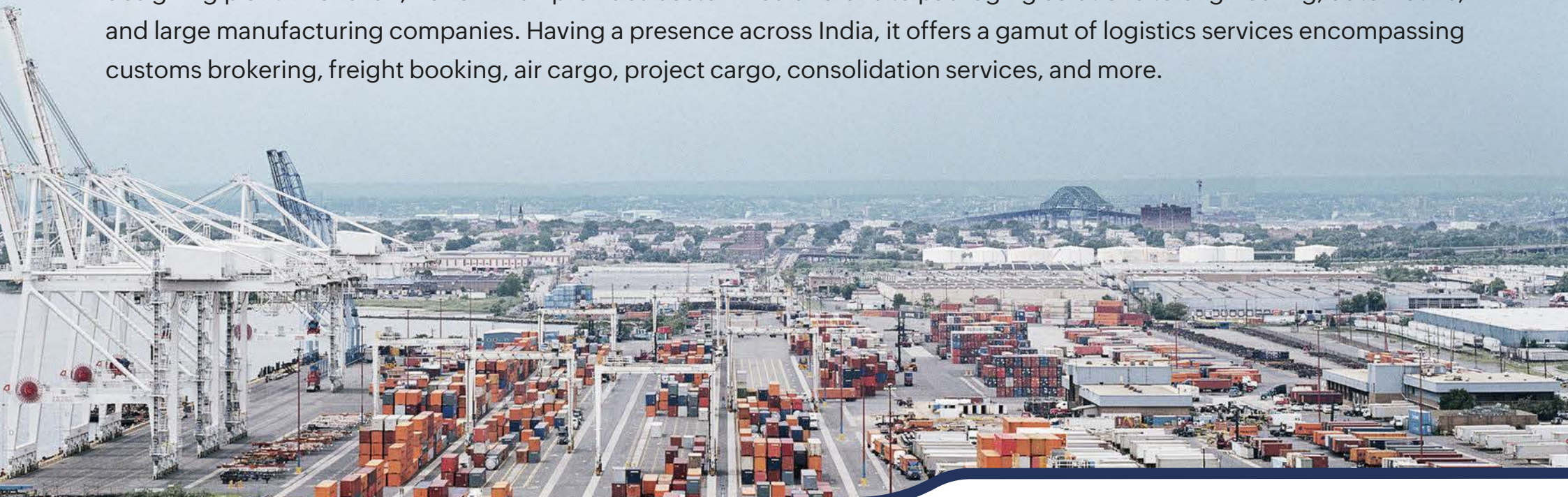
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The Company

Emirates Logistics India is a part of Sharaf Group UAE, which is one of the largest conglomerates based in the UAE. It has various business interests in all shipping verticals, predominantly spread across the Middle East, Africa, and the Indian subcontinent.

Emirates Logistics India is the flagship freight forwarding and customs clearance, supply chain solutions, warehousing, and distribution company in Sharaf Group. The company is the only logistics company in India having its own packaging and designing plant in Chakan, Pune which provides customized and onsite packaging solutions to engineering, automotive, and large manufacturing companies. Having a presence across India, it offers a gamut of logistics services encompassing customs brokering, freight booking, air cargo, project cargo, consolidation services, and more.



After the advent of the GST in India, Emirates Logistics India dove head-first into contract logistics, and today it has a presence across 14 warehouses in India, with a combined space of 100k square meters, offering 3PL, warehousing, and last mile deliveries.

With the group's infrastructure covering the landside activities of CFS, fleet transport, and FTWZ, Emirates Logistics India caters to large corporations and business houses, with a focus on one-window solutions.



The Challenge

Before using Zoho Creator, Emirates Logistics India faced challenges in their day-to-day operations.



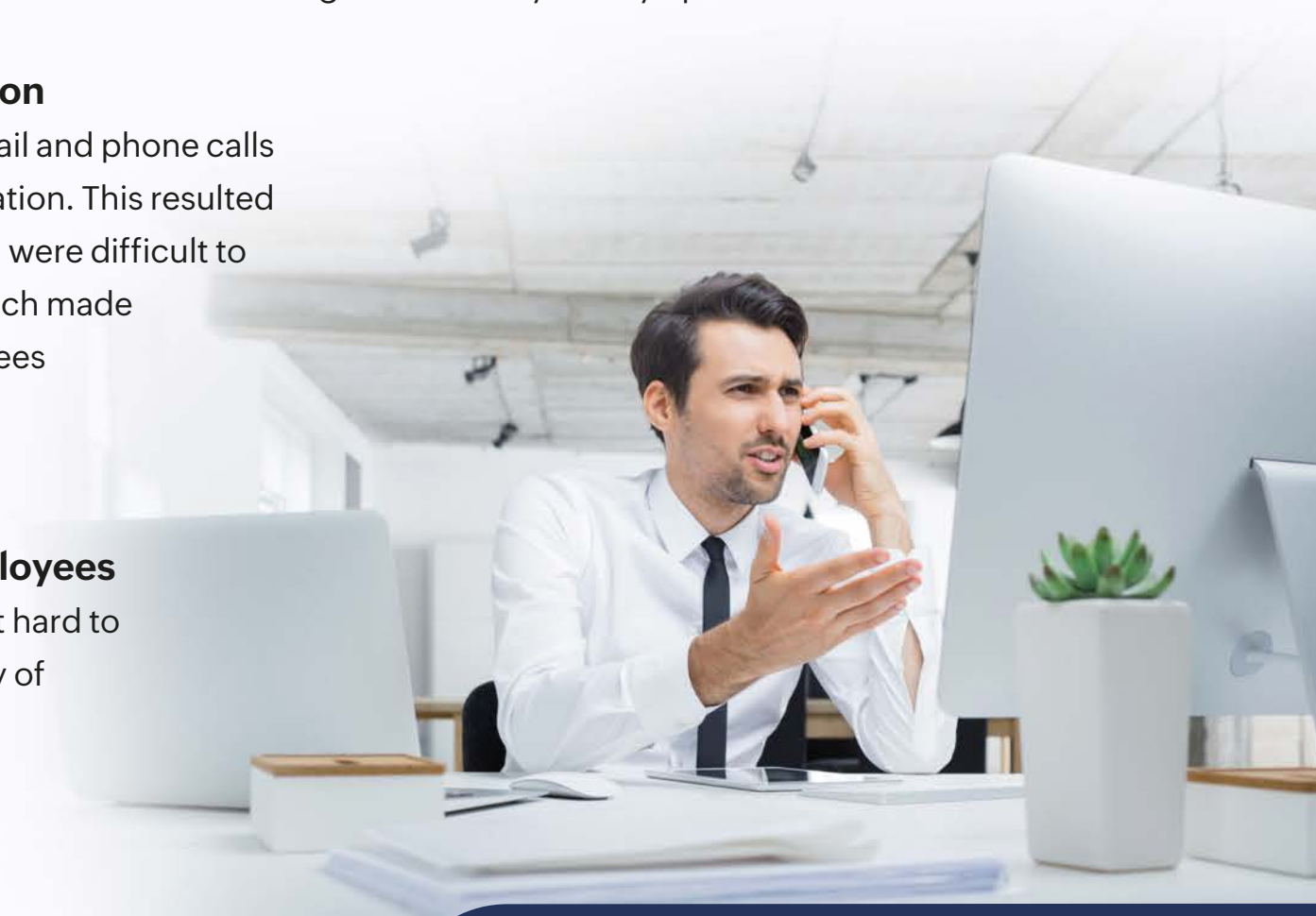
Lack of proper communication

The company used traditional email and phone calls to communicate business information. This resulted in lengthy email exchanges which were difficult to keep track of, and phone calls which made communication between employees cumbersome.



Difficulty in monitoring employees

These traditional methods made it hard to monitor the work and productivity of employees, as everything was maintained in spreadsheets and emails.





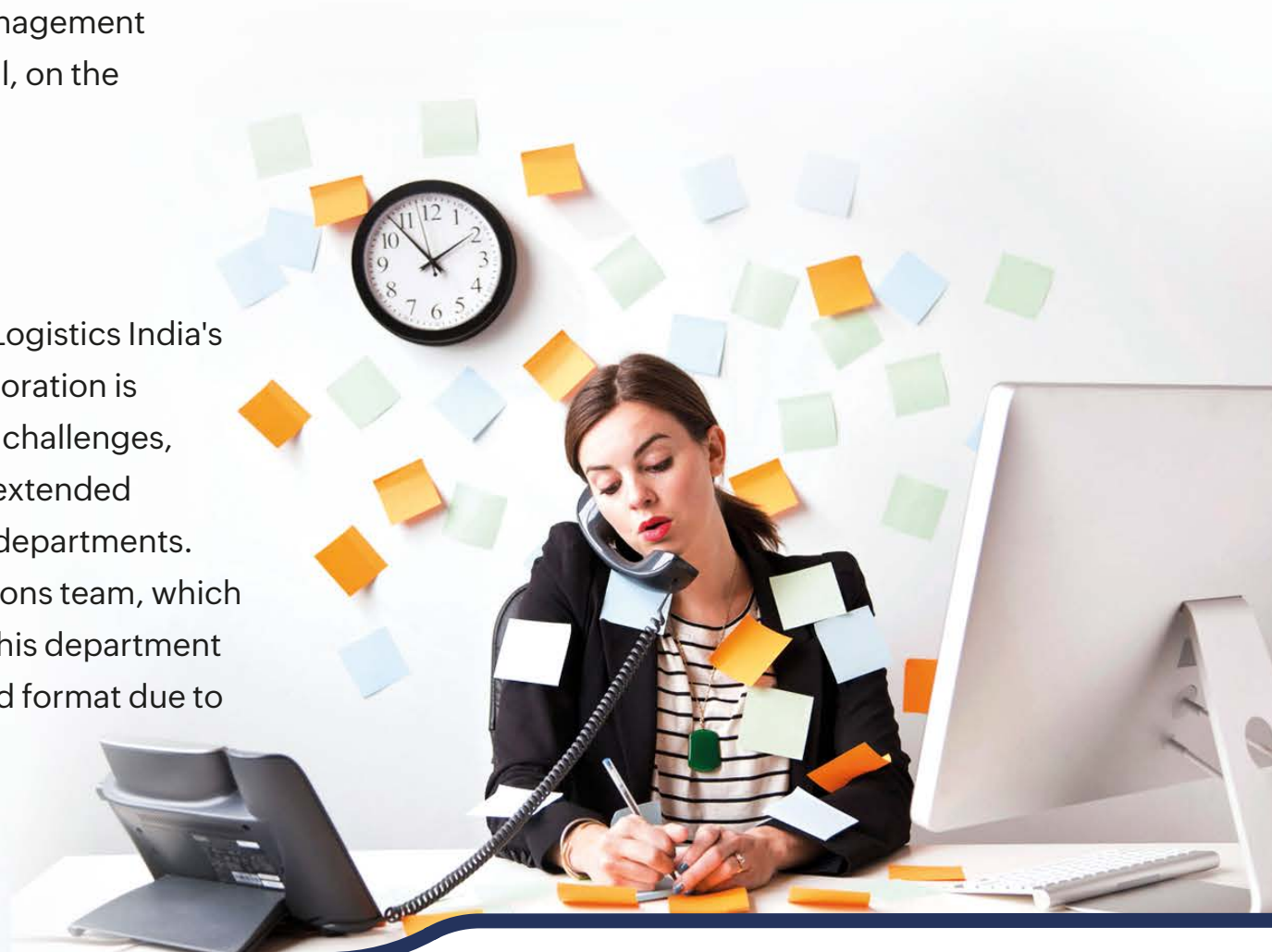
Obstacles faced by management

The methods of communication and shipment tracking used were not capable of granting management a granular view into the everyday operations of the organization. Management needed a solution to focus, in detail, on the operations of the enterprise.



Operational difficulties

Because of the nature of Emirates Logistics India's business, interdepartmental collaboration is essential. Management was facing challenges, such as communication gaps and extended response times between different departments. Especially affected was the operations team, which is the core of shipment handling. This department was not able to report in the desired format due to their heavy workload.



The solution

Seeking a software solution which would allow them to continue their operations without hitches and function in synergy with their existing system, the management of Emirates Logistics India started scouring the software landscape.

They evaluated multiple solutions before zeroing in on Zoho Creator. Gaurav Kakkar, System Process Manager at Emirates Logistics said,

With several platforms and multiple options available in the app development market, the major thing which was holding us back with most platforms was the cost and the support provided. Cost-wise and support-wise I found Zoho Creator to be the best.



Emirates Logistics built several solutions on Zoho Creator for their everyday operations.

The objective for the company is to digitize every possible process and save time for every employee, which will directly impact and enhance organizational productivity. Zoho Creator fit this bill perfectly. We decided to build apps using the platform.



One of the other things that we were impressed by on Zoho Creator is that you can develop an app in a day and implement the solution. You don't need a tech team to do anything with this platform!



To accomplish complex tasks like automating workflows, Zoho Creator has Deluge—a built-in scripting language with an easy-to-learn syntax. The platform provides an integrated development environment (IDE), which allows users to drag and drop code blocks to accomplish automated programmatic tasks, rather than hand-coding.

Here's what Gaurav had to say about customizing Creator apps,



Though I was familiar with programming, many years had elapsed. However, I found Zoho Creator very easy to customize. Whenever I had a question, using the help tools and comprehensive online documentation, I was able to find the syntax immediately. It only took me 15-30 minutes to implement a Deluge script on the Zoho Creator platform. If I had a more complex requirement, I simply contacted Zoho Creator's support team, who quickly resolved my queries and addressed my technical needs.



Gaurav Kakkar
System Process Manager, Emirates Logistics

In the end, Emirates Logistics India decided to implement all their requirements using Zoho Creator. The company has now developed and deployed 15+ applications for conducting everyday operations on the Creator platform.

With Zoho Creator, we get the advantage of setting up all the processes all by ourselves. Whether there's a small change or a big change, we can do it instantly, without any external dependency.



Transitioning to Zoho Creator

People are always wary of change. When Emirates Logistics India decided to use Zoho Creator to run its everyday operations, a few eyebrows were raised.

Though initially there was some apprehension about using additional software, now, people have come back to me and told me that Zoho Creator is much better than the manual processes used earlier. Our employees have been able to utilize them in a better way, and they can track their details for our shipments perfectly in Zoho Creator, based on the processes and workflows that we've created. Zoho Creator is easy to use with a very simple UI.



Gauging operational productivity

Before Zoho Creator, having to track emails and calls was a very tedious job. It was time-consuming, inefficient, and ineffective. That's why Emirates Logistics India personnel developed a Zoho Creator module where a form is used to keep operational data updated at all times. Using this system, the productivity of the organization's labor resources is now measured with very little effort needed on the part of the company.



Tracking tasks

Emirates Logistics India has also developed an application that tracks which tasks have been assigned to which resources. This application tracks these tasks from inception to assignment to execution. They have also defined service-level agreements (SLAs), and various other parameters, which they track using this Zoho Creator application.

To date, Emirates Logistics has developed applications on Zoho Creator for:

- i) Customer service
- ii) Operations
- iii) Sales
- iv) Human Resources (HR)
- v) Compliance
- vi) Information Technology (IT)



Benefits and ROI

With Zoho Creator apps, the data availability both on mobile as well as on desktops makes our life much easier.



This is because most of the personnel at Emirates Logistics India remain on the field, all the time, and they can now readily access necessary data using the Zoho Creator apps on their mobile devices. With Zoho Creator, there's no need to create and code apps separately for mobile platforms like iOS and Android. It offers a one-click deploy feature, enabling app creators to publish their apps to iOS, Android, and the web in one click.



Our teams don't have laptop access everywhere, but what they can do is open their Zoho Creator app on their mobile device or a tablet provided by the company. They can add photos immediately and send updates to all stakeholders. That's one crucial feature of Zoho Creator which we like a lot.



Zoho Creator has granted Emirates Logistics India huge time and monetary savings.

Before Zoho Creator, the time taken for a job was around 30 minutes. It has now come down to 12 minutes, which is a huge productivity spike. We also save 40% of the cost per user. Zoho Creator has been a game changer for Emirates Logistics India.



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 prebuilt apps and modify them. The best part? You don't have to be a programmer. Just signup, pick a plan, and start building!



The Zoho logo is composed of four 3D cubes: a red 'Z', a green 'O', a blue 'H', and a yellow 'O'.

Zoho Creator

www.zoho.com/creator

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