

PITT OHIO

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PITT OHIO: Superior Customer Service Through Automation

PITT OHIO depends on Kapow Katalyst™ to support its high-value customers by automating 100% of routine Customer Service activities.

Overview

PITT OHIO

Pittsburgh, Pennsylvania

Industry

Transportation provider

Solution Area

- Process Automation
- Application Integration

Challenge

- Expand the number of customers paying for high-margin premium service
- Eliminate errors caused by manually re-keying data
- Automate costly manual updates to customer B2B portals

Solution

- Kapow Katalyst automates all routine handling of any premium customer's service requirements
- Katalyst reads emails, schedules shipments, and updates B2B portal status, all without manual effort
- Real-time updates from in-vehicle GPS systems are posted by Katalyst within seconds

Results

- PITT OHIO can now grow their premium service program, which adds directly to the top line
 - Approximately 95% of each CSR's time has been applied to high-value work, not manual activity
 - 100% of routine CSR effort has been eliminated by automating with Katalyst
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PITT OHIO, a premier transportation provider, is committed to providing incomparable service to its customers. With a dual emphasis on continuous improvement and technological innovation, they have established a long-term strategy to reduce manual effort while enhancing customer service, and have won several industry awards in the process.

The Challenge

Many organizations have turned to B2B portals—websites that partners and suppliers must use to submit and track business transactions—as a way to lower their costs. But like other organizations, PITT OHIO found that manually accessing the B2B portals of their trading partners—over 70 in all, each with different logins, navigation, transactions, and reports—had become prohibitively expensive. Even more costly was the need to carry out repetitive business processes that involved their partners—processes that required PITT OHIO to enter duplicate transactions on multiple systems merely to keep them synchronized.

For example, PITT OHIO offers a premium level of service to a select group of shippers. Among the services these customers receive is the ability to request pick-ups by email, but to support this benefit PITT OHIO's CSRs (Customer Service Representatives) had to manually re-key shipment details from the original email into their internal scheduling application. Then, to confirm the pick-up date and time, a CSR had to login to the shipper's portal and re-key the response. Similar effort was needed for each of the many status updates that premium customers received for each shipment.

Because PITT OHIO's premium customers enjoy a 2-hour SLA, their CSRs developed their own paper-based system to track requests—and had to stop all other work once per hour to review their files, print incoming emails, and update each B2B portal with up-to-date status. This manual processing was so costly that each CSR could barely service a single premium customer—and PITT OHIO could not afford to expand the program.

Case Study

PITT OHIO

“Our CSRs were maintaining a paper-based system to provide the 2-hour SLAs our premium customers needed.

Incoming emails were being printed and filed, along with reports from in-house applications, and screen shots from the multiple B2B portals they needed to use.

It was nearly a full-time job to support just one of our key accounts.”

— Darren Klaum, Director of Business Systems, PITT OHIO



“We’re seeing a 95% reduction in manual effort from our Customer Service Representatives. Kapow Katalyst handles what our users were doing, automatically, more consistently and more accurately.”

— Darren Klaum, Director of Business Systems, PITT OHIO



The Solution

PITT OHIO chose Kapow Katalyst to automate multiple manual processes, starting with the pick-up request. Katalyst reads each incoming email to extract shipment details—then logs in to the PITT OHIO scheduling system, navigates through its menus, and enters shipment details into the scheduling system. When the scheduling system responds with a pick-up time, Katalyst captures the time from the web page, logs in to the shipper’s B2B portal, and posts the time into the shipper’s portal—all automatically, within seconds of the initial email, not hours after the fact. Since shipper-owned portals do not provide APIs, Katalyst’s unique ability to control the application’s UI is critical to automating this process.

Katalyst also provides automated updates whenever shipment status changes. For example, Katalyst posts vehicle location into each shipper’s portal by capturing database updates made by PITT OHIO’s GPS tracking application, logging into the shipper’s portal, and updating the portal. 100% of this activity is automated—none of a CSR’s time is needed to handle routine events.

The Results

Thanks to remarkable productivity gains, PITT OHIO can now expand the scope of their premium service, increasing revenue at minimal cost. By eliminating manual website updates, PITT OHIO has reclaimed 90% to 95% of a CSR’s time for higher-value work. Katalyst’s automation has eliminated 100% of the cost of routine B2B portal updates, and costly transcription errors have been eliminated.

The Future

PITT OHIO’s success automating their premium service offering has validated their plan to review, automate, and streamline Web-based business processes across the company.

To date they have targeted their Credit & Collections group, where they have succeeded in reducing Days Sales Outstanding (DSO) by more closely managing receivables.

Other uses for Katalyst are still being studied, in applications such as creating complex Customs forms required during trans-border shipments, simplifying credit card processing, and even supporting their mobile apps.



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About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: www.kapowsoftware.com.

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