

Summary

One of the leading logistics companies with more than 200 vehicles in its fleet wanted to develop a mobile application to seamlessly track and manage its vehicles, and drivers. The increase in number of vehicles made the client look for building a mobile application with multiple features. Expedite Technology Solution's team of designers and mobile app developers created an application for iOS and Android devices for effective fleet management.

Client Goals

- To seamlessly manage the fleet of vehicles and drivers for optimized business operations
- To improve customer service by providing punctual and quality transportation services

Technology & Services Leveraged

- Android/iOS Development
- UI/UX Design
- Application Testing
- Cloud Deployment

Challenges

The client was seeing a surge in the number of logistics requests and as a result more number of vehicles were added to the fleet. Manual tracking of vehicles was proving inefficient as it caused unexpected delays and inconsistent customer service. The client wanted to develop a mobile application to track vehicles, find short routes, check availability of vehicles to inform customers in need to offer a seamless customer experience.

Strategy

The client approached Expedite technology Solutions to design and develop mobile applications in both iOS and Android versions. The UI/UX team did due research and diligence to create wireframes. The application was built with Google Maps API to live track the vehicles, estimate time of transit to provide customers with accurate timing information. Penetration testing was done to ensure application security and hosted on cloud to remain available all the time.

Results Achieved

- Bookings Increased By 32%
- Customer Satisfaction Score Improved by 40%
- Seamless financial reporting capabilities

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11785 Northfall Lane, Suite 504 Alpharetta, GA 30009