



Service, simplified

How transportation & logistics businesses can make life better for customers and employees.

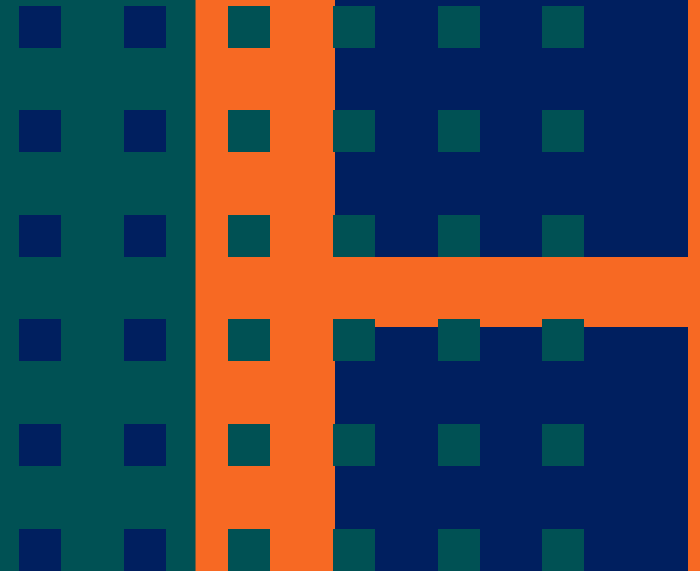


An industry **under pressure**

Transportation & logistics (T&L) organizations are enduring a perfect storm – and disruptive events have accentuated the already existing weaknesses of their legacy systems and manual processes. While e-commerce sales boomed during pandemic lockdowns, global supply chains were severely impacted by factory closures, labor shortages, clogged ports, and natural disasters.

Amid these unprecedented events, new and digitally savvy competitors have continued to upend traditional ways of doing business – with the advantage of building on new, connected, intelligent, and modern technology.

As they strive to deal with the increased demand and limited capacity, as well as win market share in this challenging landscape, existing T&L businesses are being forced to do more with less while remaining reliant on older technology and paper-based processes.



A never-ending paper chase

Where is the freight right now? Does the invoice match the freight bill? Is the pricing correct? For each customer inquiry – and there are a lot of them – a new paper chase ensues.

Because customer service systems are often disconnected from back-office systems, the information that customer service agents need is not readily available. With all the switching between systems, phone calls, emails, and spreadsheets, employees grow frustrated and customers wait far too long for answers.

Process and information gaps abound

Disconnected processes and automation gaps waste time, kill productivity, and introduce errors – resulting in low customer and employee satisfaction.

What's needed is real-time visibility into shipping issues and the ability for service agents and customers to see the right information at the right time. Data needs to be easily shared across systems and people, freeing employees to work on the higher value issues and exceptions that really deserve and require their time and attention.

Don't rip and replace – automate and connect instead

What if you could supercharge your service agents and existing systems by delivering seamless, end-to-end customer service – without having to rip and replace your current systems?

With Pega, you can make what you have work better for you and your customers. Pega delivers a unique service layer that automates processes and connects existing back-office systems to deliver information wherever it's needed – from agents' desktops to customer self-service – all to quickly solve issues like billing, delays, damage, and claims.

Bridge the gap between the data you have and the experiences you want to deliver – using intelligent automation built into the solution. And with low-code development, you can respond to market changes faster, as both citizen developers and IT can collaborate to create dynamic applications that scale.

Businesses gain the agility and visibility to make continuous improvements, tear down silos, reduce operational costs, safeguard business continuity, and easily comply with regulations. And service teams are freed to do what they do best: Build great relationships with customers and deliver exceptional service.



Automating and connecting business as usual

With Pega, T&L companies can operate more productively, efficiently, and competitively to deliver greater customer satisfaction across key processes:

Delivery status

The most frequent question is, “Where’s my freight?” With Pega, customer service, agents, or customers themselves can quickly access information on shipment status and accurate delivery dates.

Exceptions

Exceptions happen. Pega alerts agents when things go wrong so they can respond proactively. The solution recommends or even automatically takes the right action, like notifying customers of delays, sending them any needed forms, and expediting shipping to get things back on track.

Billing and invoicing

Some of the most complex customer questions are related to orders and incorrect billing. Pega uses next-best-action capabilities to seamlessly guide agents to provide the right answer and access related documents.

Claims

When something goes wrong, like overages, shortages, or damaged freight, responses need to come quickly and efficiently. Pega simplifies and orchestrates claims settlements, driving down administrative costs and effort while delivering faster customer resolutions.



Achieve **real-world** outcomes

Pega is helping T&L businesses redefine customer service by streamlining processes for both employees and customers, empowering service agents, and optimizing IT and operations. The results:

Higher employee productivity and efficiency

Intelligent automation removes the time, cost, and frustration of manual, paper-based tasks, and enables staff to focus on higher value work.

Greater business agility

An orchestration layer connects data, processes, and channels, making existing systems smarter without a full system overhaul. Using a flexible low-code platform, businesses can respond faster to market changes and compete better against digital upstarts.

Better customer and employee experience

With automated processes and real-time visibility, agents get the information they need, as well as guided interactions to respond quickly and seamlessly. Customers can quickly answer simple questions or take actions on their own, like inputting an order, getting a delivery update, or submitting a damage claim – freeing employees to manage just the exceptions.



Boosting employee productivity and efficiency

When employees can be more productive and aren't overwhelmed with laborious and disconnected processes, T&L businesses can increase both employee and customer satisfaction.

FedEx

FedEx is on a mission to deliver the best customer outcomes at scale across the globe. The shipping giant began its journey with Pega in 2019, as part of its IT modernization program. The program, which started at FedEx Express (international) and then expanded to FedEx Ground (domestic), successfully delivers a tracking exceptions process and continues to expand across FedEx's operating companies and into new solution areas.

[Watch video ▶](#)

Cisco

Businesses outside the T&L industry further the employee productivity gains of Pega. We worked with technology giant Cisco to reinvent its B2B customer engagement with an end-to-end platform that ties together data, predictive analytics, and automation.

Cisco can now intelligently route customers to the most appropriate agent. By partially or fully automating many tasks, Cisco reduced the need for agent involvement. With digitized or guided workflows, agents can deliver service consistently, regardless of which channel a customer uses to engage.

As a result, Cisco:

- Cut service costs by **80%**
- Improved team productivity by **25%**
- Removed **93%** of human touch on non-value-added work
- Eliminated **2 million hours** of customer wait time

Gaining business agility

By connecting the back office with customers, drivers, and everyone in between, employees get visibility into accurate real-time information about in-transit orders – resulting in faster and more accurate decisions.

This gives T&L businesses what they need to compete with digital disruptors, which can respond quickly to customer demands and changing market needs.

Estes

We worked with Estes, the largest privately-owned freight transportation carrier in the U.S., to build a mobile application for freight pickup and delivery – designed in collaboration with the company's business users. Before Pega, Estes' truck drivers relied on cab-mounted devices and phone calls to receive and manage daily work, while dispatchers managed pickup and delivery routes with a mix of systems and manual processes.

The mobile application offers increased visibility to dispatchers and back-office personnel, allowing critical freight movement planning to take place earlier. Estes now has real-time notification capabilities – so customer service always knows where the freight is and if it's been delivered.

Estes also needed a better way to manage complex freight rating. The system would facilitate reuse and speed to keep pace with its customers' growing needs. Built on Pega, the freight rating engine automates special and complex freight rating and pricing through standard and reusable pricing plans. Estes can now respond quickly to market changes.

As a result, Estes:

- Reduced application development time by **70%**
- Improved dispatcher and driver engagement with in-transit visibility
- Reduced driver dwell time and improved driver satisfaction
- Reduced freight rating times to **20%** and lowered support costs

[Watch video](#) ►

“It’s a very simple industry in that we pick things up in one spot and deliver them in another, and it’s wonderfully complicated all along the way... transportation, logistics, and trucking have been, for decades, paper heavy industries.

What Pega allows us to do is take a lot of those manual processes and, in a very short amount of time...make it easier for us to pick up shipments in the field and deliver them to your home or deliver them to other businesses.

It has helped us automate a large part of our customer experience, across whether it’s claims or operational issues.”

- Todd Florence, CIO Estes-Express



Delivering a great customer experience

To retain and attract customers, T&L businesses need to make promises they can fulfill, at the best cost. And when exceptions occur, they need to proactively alert customers and pave the path to making amends.

Republic Services

Pega worked with waste service company Republic Services to create a platform for more proactive customer communications for route notifications, service delays, holiday schedules, and more. Like many T&L businesses, Republic Services operates a large fleet of trucks and was receiving many customer inquiries regarding upcoming pickup schedules and to report delays.

We created an app that enables the business to transmit bulk messages to customers via phone, email, web, apps, or text – alerting customers about pickup delays and modified schedules during holidays.

In addition to moving from reactive to proactive customer service, Republic Services has reduced the strain on customer service staff and helped internal employees build more efficient routes.

Move from service frustration to **service orchestration**

Pega closes process automation gaps with best-in-class case management that cuts across silos and accelerates problem resolution. Serving as the multidimensional foundation for simplifying customer and employee journeys, Pega enables the orchestration and execution of work across all dimensions of your organization.

Do you suffer from...?	Pega helps you:
Manual processing	Automate the work itself, with seamless APIs and robotic process automation to connect into any legacy system.
Limited real-time visibility	Gain complete real-time visibility from end to end.
Insufficient audit trail	Achieve a rich, unified audit trail across all case actions and data.
Channel journey breakdowns	Easily extend customer journeys to any touchpoint, including self-service, IVR, and mobile to reduce agent interaction volumes.
Alt-Tab fatigue for agents	Gain a single prioritized view of all work across applications and platforms, eliminating the need to toggle back and forth.
Lengthy change backlog	Shrink the developer backlog with low code and accelerate business through citizen developers.



About Pegasystems

Pega delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.

For more information, please visit us at [pegasystems.com](https://www.pegasystems.com)

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