

Track and trace methods vital to company efficiency, finds report

Submitted by: Blackbay

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Track and trace methods are increasingly being cited as areas in which organisations can improve, while a report has found that a high percentage of respondents would prefer better supply chain visibility.

Companies in several industries should consider improving their track and trace methods to improve all-round efficiency, according to a study.

The need to track every little detail regarding your product and its journey is one that is often overlooked, but research shows that 63 percent of those asked say that supply chain visibility is a “high priority for improvement”.

Aberdeen Group and GS1 published the findings, which show that companies should be pushing enhanced track and trace methods as a matter of importance. The extra information will give businesses a better understanding of order fulfilment and operations management, not to mention transparency during the returns process.

The study showed the many benefits of advanced track and trace systems, with the main ones being better analytics and reporting, a better customer experience and more detailed inventory management.

Fairer returns are also a huge advantage, as greater visibility can lead to faster recalls and more cost efficient and even accurate processing. It also helps to disrupt those dishonest recipients who falsely claim not to have received packages.

“These findings should come as no surprise at all, as real-time track and trace methods are vital to the efficiency and profitability of any company, no matter how big or how small,” claimed a spokesperson for Blackbay, a provider of mobility solutions for the transport and logistics industry.

“Hopefully this study will act as a wake-up call to those who deny the benefits of efficiently tracking their goods and products.

“We at Blackbay offer several ways for your business to grow using track and trace, which are proven to speed up the delivery process, increase profitability and leave your customers feeling so satisfied they can’t help but use you again. We support more than six million deliveries daily and we’re experts in knowing what works.”

Blackbay is the leading provider of mobility enabled solutions (<http://www.blackbay.com/>) for the transport and logistics industry. The company’s configurable end-to-end products ensure first time, on time, every time delivery by connecting the shipper, operations, management, drivers and crucially the customer with real-time information and flexible workflows to create smarter delivery companies. Blackbay, headquartered in London, operates across APAC, EMEA and the USA, supporting over 145,000 drivers delivering in excess of 6 million deliveries per day.