Case Study

Davies Turner

Davies Turner Transforms Customer Service with Real-Time Stock Insights

Freight forwarding and logistics specialist Davies Turner transforms customer service with Kofax RPA™. Automated inventory and order tracking provide customers with on-demand insights into stock and shipments, and help teams work more productively—enabling the company to take on more business without increasing headcount.

520
Bots in Production

15-30
Minutes to Set Up a New Bot

100%
Of Shipments Tracked Without Adding More Staff

Work Like Tomorrow.™

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Meet Davies Turner

Davies Turner is an international freight forwarding company based in the UK. Founded in 1870, the company specializes in shipping and logistics for land, sea and air freight, as well as warehouse management and distribution services.

Products in Use
Kofax Capture™
Kofax RPA™

Focus
Data Aggregation, Web Data Extraction, Process Automation

Challenge

As one of the UK's leading multimodal freight forwarding and logistics companies, Davies Turner plays a vital role in helping companies move parts and products around the world quickly, reliably and cost-effectively.

With many of its customers operating on tight timelines—where even small delays could have costly consequences—it is vital for Davies Turner to maintain a clear view of shipments and inventory at all times. But with global supply chains growing more complex, encompassing many different carriers and touchpoints, gaining this insight can be difficult.

Darren Gurney, Logistics Systems Manager at Davies Turner, explained, "We have thousands of shipments coming in and out of our facilities every day, and if a customer contacts us to ask where a particular order is and what state it's in, we need to give them that information fast. Failing to do so could lead to dissatisfied customers, and increase the risk of losing future business to a competitor."

"Kofax RPA is very powerful; the things it can do seem almost limitless, and there really doesn't seem to be anything that Kofax RPA can't integrate with!"

Emma Curzon, Senior Business Analyst, Davies Turner

In the past, order tracking was a reactive and manual process at Davies Turner. When the company received a customer query about an order, teams would have to visit the relevant carrier's website and search their tracking systems for more information about the shipment. If a team member was unable to find this information online, they would have to contact the carrier by phone or email, incurring further delays. On average, it took around 10 to 15 minutes to respond to order tracking requests. Data entry was also a time-consuming manual process, one that ran the constant risk of re-keying errors, leading to costly mistakes.

"We always managed to stay on top of customer queries and meet our service-level agreements [SLAs], but we knew that we could do better," said Darren Gurney. "We wanted to be more proactive, and provide all customers with up-to-the-minute insight into their orders instead of waiting until they came to us with a query."

Solution

Davies Turner looked for a faster, easier way to gain visibility into the thousands of orders it handles every day—tracking shipments in real time as they move through each link in the supply chain.

The company found an answer in Kofax RPA, a powerful smart automation capability of the Kofax Intelligent Automation platform, that makes it quick and easy for users to harness data from a wide variety of sources. These include internal logistics and warehouse management systems, as well as external carrier tracking solutions and third-party websites.

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Using Kofax RPA, Davies Turner has built integration process flows (commonly referred to as software robots) that perform various data extraction and integration tasks that enable the company to offer customers alternative ways to communicate with them.

"To date, we've deployed close to 520 Kofax RPA robots, executing around 7,500 automated tasks per day," noted Darren Gurney. "We were able to deploy the first of these within just eight hours of our initial training, and since then it's taken us an average of between 15 and 30 minutes to deploy each one. The efficiencies gained from each of these robots has rewarded our time investment several times over, and the elimination of re-keying errors means we can be sure we are working off accurate data at all times. We estimate that we are processing around 12,000 interface files a week, which represents a huge efficiency gain for us."

"We have found the solution to be incredibly user-friendly—you don't need to be a developer to make use of it," said Emma Curzon, Senior Business Analyst at Davies Turner.

"At the same time, Kofax RPA is very powerful; the things it can do seem almost limitless. We are using the solution to integrate data from our own systems, partner systems and third-party websites, and there really doesn't seem to be anything that Kofax RPA can't integrate with!"

Today, Davies Turner uses Kofax RPA to automatically capture reference and tracking numbers assigned to each order as it is entered into the company's warehouse management system (WMS). The solution regularly queries carrier tracking systems and websites to retrieve delivery status and proof of delivery information, and links this data to the original order record in the WMS.

When an order leaves the company's warehouse, Davies Turner sends an email to the client notifying them that their goods have left, listing the order details and providing a smart HTML link through which the client can track the order in real time. And if a customer gets in touch to ask about the status of his or her order, the operations team simply has to bring up the order record in the WMS, rather than visiting a website or contacting a carrier.

"During peak season we might ship 10,000 orders in one day for a single customer. Normally, customers wouldn't expect us to track each individual order in real time, but thanks to Kofax RPA, we can."

Julie Hollis, IT Solutions Manager, Davies Turner

Davies Turner has also created an inventory tracking process that regularly checks stock levels in the company's warehouse and automatically notifies customers via email to let them know when one of their inventory lines goes out of stock. This allows customers to take prompt action to replenish inventory levels, ensuring they can fulfil orders with minimum delay and avoid costly out-of-stock situations.

The Kofax solution has also enabled Davies Turner to speed up other aspects of its business operations, including through the adoption of new "sign-on glass" technology.

"We recently began incorporating 'sign-on glass' as part of our delivery services," said Darren Gurney. "This is when a delivery person will ask order recipients to sign for their delivery on a specialized PDA, meaning the signature can then be instantly logged to provide proof of collection, eliminating the paperwork that this process used to rely on.

"The Kofax RPA solution allows us to automatically provide our customers and partners with email confirmation of delivery, along with the recipient's signature, within minutes of a delivery taking place. This is a great quality-of-life feature for our clients, who gain convenient access to proof of collection, and also makes life easier for our employees on the ground."

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Results

Streamlined order and inventory tracking is helping Davies Turner to deliver better service for customer interaction—providing customers with newfound insight into their stock and shipments, and empowering operations teams with lightning-fast access to the information they need to respond faster to customer queries.

Julie Hollis, IT Solutions Manager at Davies Turner, commented, "Kofax RPA helps us deliver much faster and more responsive service to customers. While in the past, it could take our teams around 15 minutes to respond to a request for information on a shipment, today they can answer in real time.

"With Kofax RPA, not only are we meeting customers' expectations, we are exceeding them in certain areas. For instance, during peak season we might ship 10,000 orders in one day for a single customer. Normally, that customer wouldn't expect us to track each of those individual orders in real time, but thanks to Kofax RPA, we can."

More automated processes make life easier for teams at Davies Turner, as Darren Gurney explained, "Kofax RPA has eliminated tedious manual work and has made people's jobs easier—and all without introducing any major changes to the way teams work. People can now find the data they need much more conveniently, and it is helping us deliver a higher level of customer service with less administrative effort."

Crucially, the increased productivity is helping Davies Turner keep its business on track for profitable growth.

"Kofax RPA has enabled us to take on rising volumes of business without increasing our administrative headcount, helping us to boost profits," remarks Darren Gurney. "Thanks to RPA, we can now track 100% of our shipments with the same number of staff we had previously. If we hadn't introduced the Kofax solution, I am certain that we would have needed to hire more personnel to cope with the growth."

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Darren Gurney, Logistics Systems Manager, Davies Turner

So successful was Davies Turner in its implementation of Kofax Capture and Kofax RPA, it was awarded the 2018 Ventana Research Digital Leadership Award for Overall Digital Leadership.

Mark Smith, CEO and Chief Research Officer at Ventana Research, commented, "Congratulations to this year's winners for their dedication to improving people, processes, information, and technology; they are not only improving their organizations, but advancing industry and pioneering change."

"We were very grateful for Ventana Research's recognition," Julie Hollis concludes. "We are immensely proud of everything we have achieved with Kofax. In just a short space of time, Kofax RPA has helped us engage with customers in a more proactive and effective way, while helping us improve the productivity of our existing staff. We are looking forward to advancing these capabilities further to streamline our business in the years ahead."

Read more stories of success from our global customers at kofax.com

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