



A Paradigm Shift in Logistics Efficiencies

Blue Dart successfully addresses its operational challenges and achieves greater accuracy, efficiency and customer satisfaction with the help of Zebra's mobile computers, scanners and services.

Blue Dart is a leading integrated transportation, logistics and distribution company that offers secure and reliable delivery of consignments to over 55,400 locations in India.

With DHL, Blue Dart features one of the most comprehensive express and logistics networks worldwide and is instrumental in connecting businesses and individuals to ensure timely and secure transportation of packages and documents.

Blue Dart's well-defined position as one of the nation's most innovative and awarded express logistics companies reflects its market leadership through reliability, superior brand experience and sustainability.

The Need for an Upgrade

In its pursuit to deliver unmatched standards of service quality to its customers, Blue Dart faced a significant challenge in capturing field data and relaying package or document status on its portals for end-customers. With large volumes of daily shipments, it was crucial for Blue Dart to maintain accurate and real-time information on the status and whereabouts of each consignment.

Blue Dart relied on outdated scanners based on legacy technology and manual data entry processes, which limited the company's tracking capabilities and created significant inefficiencies and operational delays. The premier logistics provider recognized the need to streamline its operations and improve efficiencies to stay competitive in the market.

The company required innovative solutions to address these challenges and optimize its logistics processes. Moreover, Blue Dart needed to automate data entry and streamline its in-house operations, pickup services and logistics management.

SUMMARY

Customer

Blue Dart

Industry

Logistics and transportation

Challenge

Fully automate manual labor-intensive operations by replacing outdated devices and services to provide real-time tracking capabilities and improve overall efficiency.

Benefits/Outcomes

- Improved efficiency, reduced turnaround times, and streamlined operations
- Faster and accurate data entry, real-time updates, and better decision making
- Increased customer satisfaction and improved transparency in tracking

Solution

- Zebra TC57 Mobile Computer
- Zebra RS5100 Ring Scanner
- Zebra DS2278 Handheld Scanner
- Zebra MC33xx Series Mobile Computer



A Smooth Transition

Blue Dart collaborated with Zebra Technologies to implement a range of innovative and easy-to-use solutions. The company selected TC57 mobile computers for field deliveries, in-house operations, and pickups. Zebra RS5100 ring scanners and DS2278 cordless handheld barcode scanners were chosen to streamline package loading and unloading operations at Blue Dart hubs, while MC33xx series mobile computers optimized in-house hub operations. These devices seamlessly integrated with Blue Dart's back-end portal and allowed for quick and accurate data capture, along with real-time updates.

Zebra also offered a complete managed services solution that included Mobile Device Management (MDM), VisibilityIQ Foresight (VIQF), battery replenishment, Zebra OneCare, change management and integration services. This coupled with Zebra Professional services played a crucial role in consultative and technical support and ensured a smooth transition to the new solution.

VIQF provides Blue Dart with instant visibility about its devices and ensures they are working when and where it needs them. VIQF intelligently combines data and translates the information into a color-coded, one-view solution that provides actionable insight and device status alerts.

"Collaborating with Zebra Technologies has been a game-changer for Blue Dart. Their advanced scanners, mobile devices and consultative approach have streamlined our operations and elevated our customer experience to greater heights. With Zebra's innovative solutions, we have embraced digital-first logistics, paving the way for enhanced efficiency, accurate tracking and a brighter future in the logistics industry."

Matthews Daniel,
Senior General Manager - Systems Development,
Blue Dart



Digital-First Logistics and Enhanced Customer Experience

Before introducing Zebra's solutions, Blue Dart had to rely on manual data entry, which was time-consuming and prone to human errors. By automating its processes, Blue Dart saw improvements in operational efficiency and allowed its workforce to focus on core tasks and reduce turnaround times. The company also gained access to real-time information at the point of activity. Zebra's solutions were customized to suit Blue Dart's diverse services, including domestic and international shipments, dangerous goods and e-commerce.



Another significant benefit derived from Zebra's collaboration was the increased level of customer satisfaction. By utilizing Zebra's solutions, Blue Dart was able to provide enhanced efficiency and accurate tracking information to its customers. The real-time tracking feature empowered Blue Dart's customers to closely monitor the progress of their shipments, thus fostering improved transparency and trust in the company's services. As a result, customer satisfaction levels soared, further solidifying Blue Dart's reputation as a reliable and customer-centric logistics provider.

Future Possibilities

Blue Dart's collaboration with Zebra has spanned over a decade and has paved the way for a promising future. Blue Dart plans to continue to make data-driven decisions and deliver exceptional and seamless logistics-related services to its customers.



For more information, visit www.zebra.com



WATCH NOW



Asia-Pacific Headquarters | +65 6858 0722 | contact.apac@zebra.com

ZEBRA and the stylized Zebra head are trademarks of Zebra Technologies Corp., registered in many jurisdictions worldwide. All other trademarks are the property of their respective owners. ©2023 Zebra Technologies Corp. and/or its affiliates. All rights reserved.