

4P Logistics, a Poly Group company, integrates port operation, transportation, storage and management activities into a single platform. Comprised of Poly Terminals, Poly Cargo, Airport Cargo Terminal Poly Fly and PAC Log, 4P Logistics serves as an integrator of these services by monitoring all processes from end-to-end, to deliver operational efficiency, effective communication and competitive costs.

PRODUCT:

Marketing Creatio, Sales Creatio, Service Creatio

INDUSTRY:

Logistics

REGION:

Brazil

CHALLENGE:

As a customer-oriented organization, **4P Logistics** takes pride in the way they interact with their customers.

With an ever-expanding customer database, however, manual customer identification and limited customer records began to greatly affect personal relationship development and experience.

As a result, 4P Logistics sought a solution that would reduce the labor-intensive process of documentation and improve performance visibility.

4P Logistics' Requirements:

- Easy development and optimization of existing sales processes without deep technical skills
- Amalgamation of information on a single platform available to everyone
- The ability to design and manage structured and unstructured processes
- Capabilities to provide personalized customer engagements
- User-friendly UI to drive user adoption

SOLUTION:

Creatio provided the following:

- User-friendly and customizable interface driving a high user adoption rate
- A unified platform merging marketing, sales and service departments to form a single database of all accounts and contacts for more organized customer data management
- Comprehensive storage of client profile history including history of communication and service purchases available through quick database searches
- The ability to share real-time customer information amongst all subsidiaries for upsell/cross sell purposes
- Marketing tools with an ability to run personalized campaigns and promotions using aggregated customer data to increase the lead to opportunity conversion rate
- Reporting tools such as real-time analytics for data-driven decision making such as better guidance on account prioritization

BUSINESS OUTCOMES:



Increased customer base



Reduced attrition / churn rate



Achieved higher revenue per customer



Increased customer satisfaction

The Poly Group witnessed a high user adoption rate that naturally resulted in increased productivity and operational efficiency. With Creatio's technology, 4P Logistics is able to do more with less, without losing the personal touch in customer relationship management, but rather improving their already customer-centered business.