OpenTrack
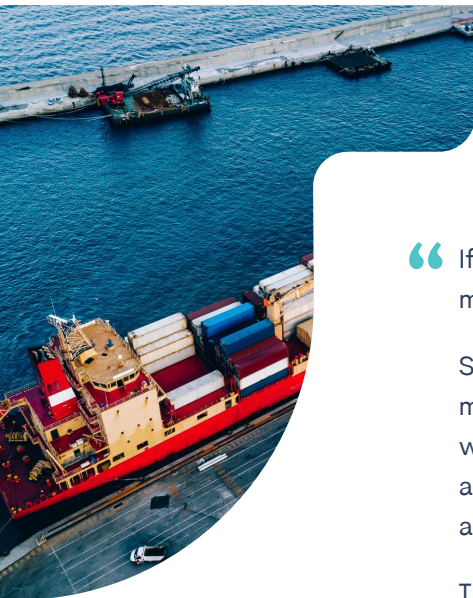
How CLARK MHC Uses OpenTrack to Improve Productivity & Customer Service and Save on Demurrage

> If you want real time container tracking that's easy to use to help in any container market, you should deploy OpenTrack.
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> Since we started using multiple forwarding partners due to the volatility in the market, we have so much stuff in the wind we don't know where it's at. We wanted a unified platform so we had one place to go to track all our forwarders and all-out containers. We were also interested in having the API connectivity aspect of that so we could link it into Salesforce so our customers can see it.
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> The other tracking options we tried were a little too complicated. What really sold us on OpenTrack was its ease of use and that it's simple to deploy and have our team use.
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> Since using OpenTrack, we've been able to achieve more proactive tracking, and not as much time wasted finding container status or communicating to stakeholders. OpenTrack exceeded our expectations in terms of the ease of use of the platform and completeness of data. It's also a VERY solid customer service experience.

Since adopting OpenTrack, CLARK has accomplished:

338 containers tracked, 25,350 trace updates, 211 hours of ops work saved (assuming 30 sec per trace)

The Problem:

More Freight Forwarders, More Problems

CLARK MHC imports one of the broadest lines of forklifts in the industry— everything from 1,500 to 18,000 pound capacities, LPG, gasoline, dual fuel, diesel, narrow-aisle stackers, electric riders and powered hand trucks. There are currently over 250,000 CLARK lift trucks operating in North America and 350,000 units operating worldwide.

With so much trade to manage, CLARK faced a big problem when delays started becoming more unpredictable due to macro volatility. They rely on parts arriving precisely on time and undam-aged to keep their business running smoothly. So they did what many importers did: They started using multiple freight forwarders to manage the volatility.

But this created a new problem. With so many freight forwarders, CLARK was now receiving reports on their shipments in many different formats, at different levels of quality. It became difficult to keep track of everything, and milestones started falling through the cracks, even with a small army of operators manually tracking shipments. Demurrage, detention, blank sailing, and other associated costs were rising too high, even for a volatile market. They knew they needed a new solution.

The Solution

The Visibility Tool Designed to Bring Order to Chaos

When CLARK tried OpenTrack, they realized immediately that this visibility solution would bring the clarity and efficiency they needed. With OpenTrack, CLARK was able to reduce the time to trace a shipment from minutes, or even hours, down to seconds. For a team answering hundreds of questions per day, that makes a big difference.

With OpenTrack, CLARK's customer service has gone from OK to great. Proactively providing customers with regular updates enhanced their overall experience. Not only did they see a reduced number of support tickets, but ticket response time also fell. Most surprisingly, the rate of manual entry errors dropped dramatically since the team adopted OpenTrack. Why? Less manual work means fewer costly errors.

Plus, without proactive notifications from OpenTrack, they know they would have spent a lot more on demurrage and other related costs.

The Results

Better Customer Experience, Higher Productivity, Fewer Errors, and Less Demurrage to Pay

Increased market volatility and needing to track shipments across multiple freight forwarders made it clear to CLARK that they needed a visibility solution. They found it (and more) in OpenTrack.

Not only did OpenTrack solve their visibility needs, but it improved their customer experience through proactive updates and reduced ticket response time. By eliminating the need for manual process, OpenTrack also reduced the number of manual entry errors. Finally, OpenTrack helped them save big on avoided demurrage, detention, and associated expenses due to OpenTrack's built-in reports and notifications.