LTIMindtree

CASE STUDY

Progressive Web Application improved customer experience and **speed to market** for a global logistics provider

Client Overview

The client is a global leader in the logistics industry with an annual revenue of **$27 Bn**. They specialize in courier, package delivery, and express mail services in a worldwide network of **220+ countries** and **500+ airports**. For over **50 years,** they have delivered more than **1.8 billion parcels** yearly—servicing **2.7 million** business and private customers.

Summary

The client's digital transformation journey started in the beginning of 2022 with a goal to update and modernize its logistics and supply chain solutions for clients. As a part of the strategy, they partnered with LTIMindtree to build a **Progressive Web Application (PWA)** for the client's global customer base located in **130+ countries, supporting 44+ languages.**

The newly constructed PWA, that can be easily accessed from any device such as mobile, tablet apps, mobile web browsers, desktops, etc., helped the client increase enrollment channels for new customers (individuals, small business owners, etc.) The new accessibility features encouraged the current customers to continue their business relationship with the client for their international courier and shipping needs.

Challenges

- Lack of a responsive web application that can be easily accessed from mobile, tablet apps, mobile web browsers, desktop, etc., that can function even in unstable / no network zones.

- Need for a web-based last-mile shipping application that allows shippers (individuals, small business owners, etc.) to choose from a wide range of shipping solutions with online and offline payment options.

- Need for an API (with 500+ parameters) that integrates with the supply chain management ecosystem to ensure **seamless** data transfer across the applications to accelerate shipment execution and tracking.

- Need for shippers to choose a preferred language globally (in 130+ countries and 44+ languages) for instant support and bookings.

- Difficulty providing privileges to the shippers based on their account type and shipment frequency.

- Need for provision to centralize the outbound shipments and options to configure invoices, express accounts, and address books.

LTIMindtree Solution

- Built a state-of-the-art **Progressive Web Application** with react stack that caters to various user types and devices.

- Progressive Web Application (PWA) approach used ensured that the **user experience is consistent** with the native mobile app and delivers **offline capability** via cache first networking strategy.

- Implemented agile delivery framework with relevant metrics for an efficient and deliverables-driven build.

- Built the application using **reusable components,** thus **improving speed to market and scalability.**

- Completed accessibility testing covering WCAG 2.0 AA.

- Tested all compatible browsers using devices hosted in the browser stack cloud.

- Used map quest vs. registered user journey to **personalize the customer experience.**

- Implemented trending features like paperless shipment manifestation, scheduling a standalone pickup, shipment drop off, tracking shipments, etc.

- Flawless integration of 130 APIs for **seamless data transfer** across the ecosystem.

Business Benefits

Improved customer and omnichannel experience resulted in easier maintainability & faster speed to market

Seamless integration of 130+ API's helped visualize the shipment data across the business and ecosystem

Seamless user experience provided **without** requiring the users to download and install a **separate app**

CICD pipeline, code hygiene with the agile delivery framework enabled timely quality deliverables within budget

Increased enrollment in **mobiles, tablets, and desktops,** resulted in the client acquiring a **greater market share and gaining competitive advantage**

Single platform to view all the outbound shipments created by the same shipper **across 130+ countries, 44+ languages and 1+Bn parcels yearly**

Historical shipment data saved in the system for reuse in the future

Built protocol that helped the shippers and the shipment **comply with customs regulations**

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About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit https://www.ltimindtree.com/