

SMARTLab: Logistics Problem Statement Call

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- We are seeking innovative technological solutions to address a logistics courier problem statement aimed at improving customer-experience and productivity at Partner Stores.
- This is a Conceptual phase for solutions. Subsequent phases may involve Pilot tests at selected Partner Stores.
- Collaborations among solution providers are encouraged to provide a total solution.

PROBLEM STATEMENT – GENERAL

- Parcels and documents dropped off at the more than 1,000 Partner Stores for deliveries in Singapore and overseas involve several manual steps, e.g., dimensioning for accurate shipping charges and inspecting visually for prohibitive items.
- In addition, store partners require extensive 2 – 3 hours of training to perform these tasks; and, repeatedly with the high staff turnover rate.
- Business risks include customer satisfaction, revenue, and regulatory in nature.

PROBLEM STATEMENT – AREAS TO ADDRESS

- Process

- Dimensioning and weighting
- Visual inspection
- Repackaging items
- Partner Store space constraints

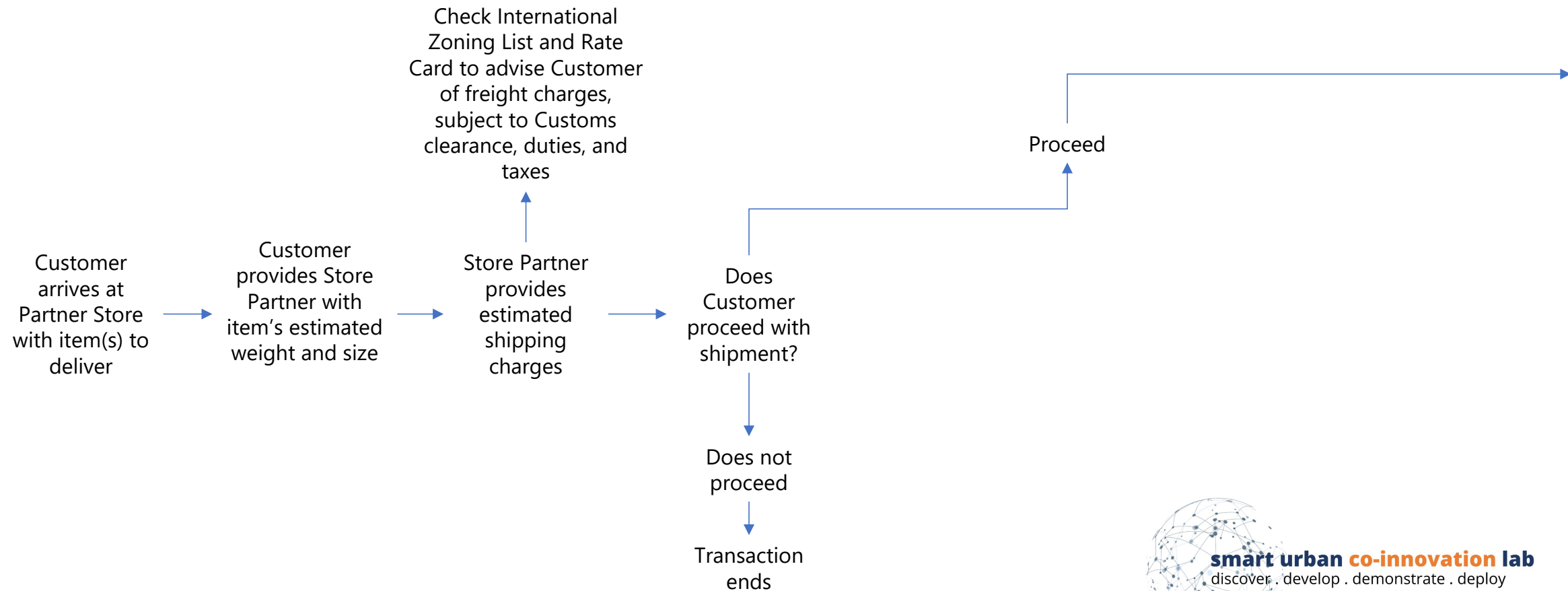
- Experience

- Manual form-filling
- Partner knowledge and customer-service
- Regulatory and delivery-rejection

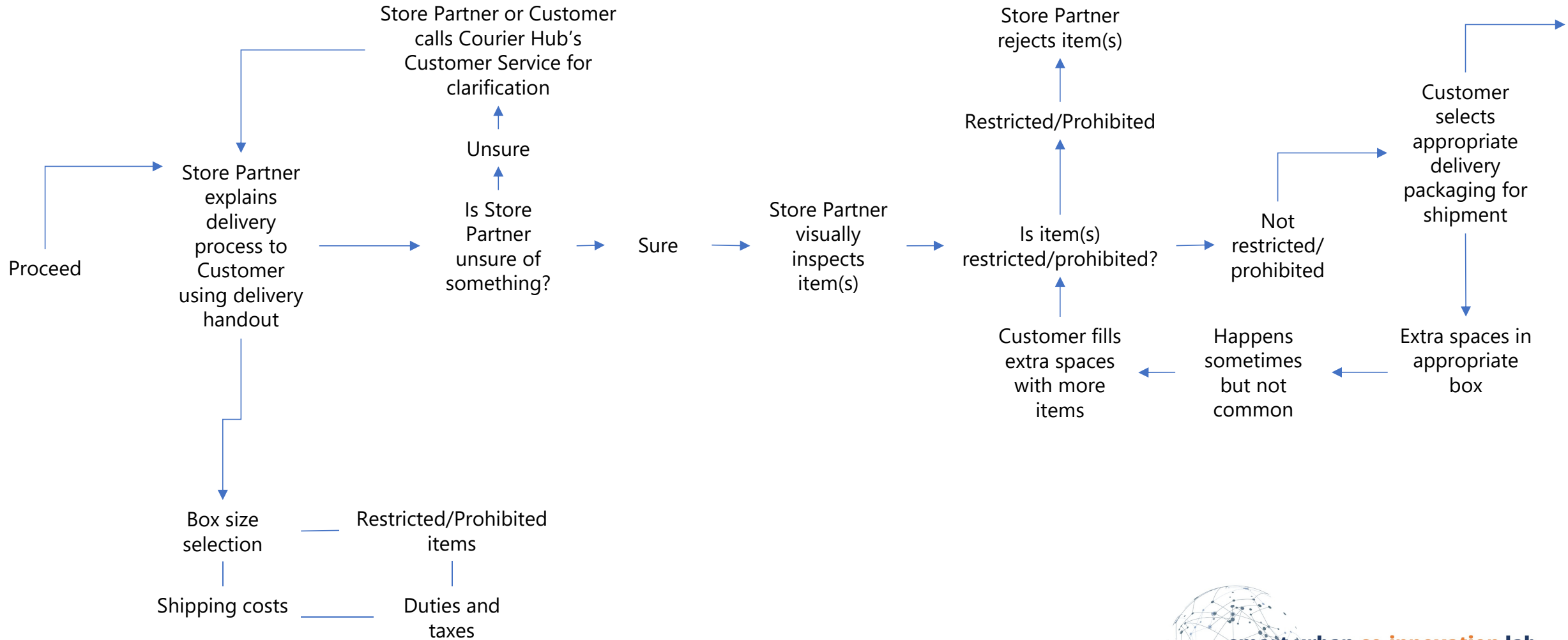
- Technology

- Seamless connection from Partner Store to Customer Service to Courier
- Improve customer experience to repeat-purchase

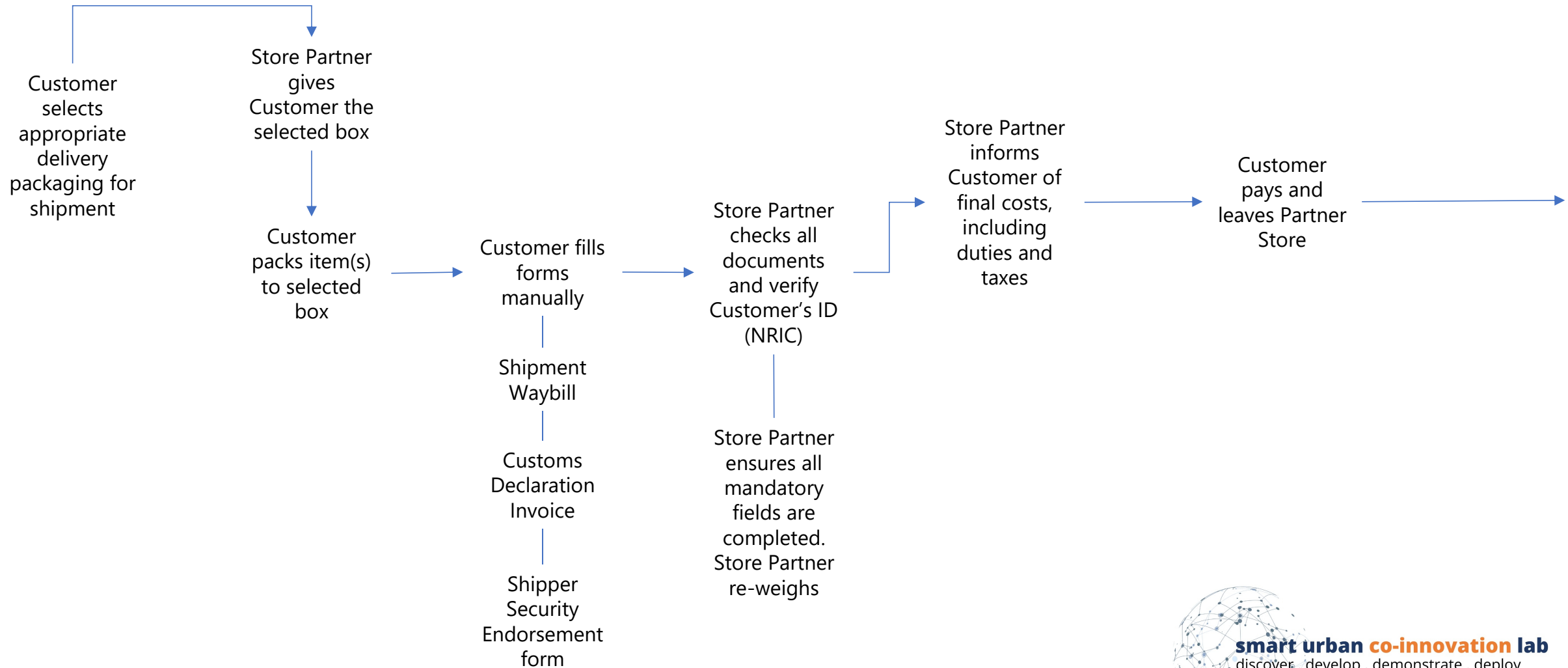
PROCESS FLOW AT PARTNER STORE (1)



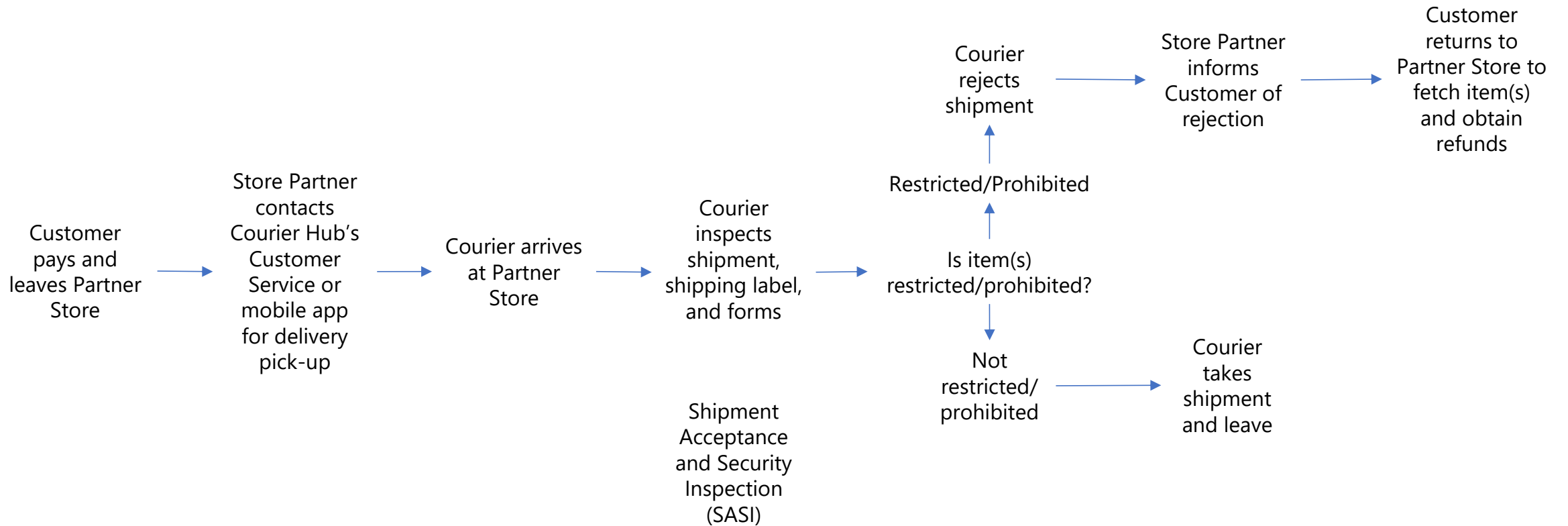
PROCESS FLOW AT PARTNER STORE (2)



PROCESS FLOW AT PARTNER STORE (3)



PROCESS FLOW AT PARTNER STORE (4)



MANDATORY FORMS

- 3 mandatory forms
 - Mandatory Shipping Forms
 - Mandatory Shipper's Security Endorsement (SSE) Form
 - Mandatory Invoice Form
- Required information in the mandatory forms – handwritten/typewritten, some are repeated throughout the 3 mandatory forms:
 - Shipper/Sender/Company Name – repeats
 - Consignee/Receiver – repeats
 - Shipment (Piece and Weight)
 - Full description of contents and quantity – repeats
 - Non-Documents Shipments Only (Customs Requirement)
 - Shipper's agreement (Signature required) – repeats
 - Date
 - Type of Personal Identity IC/Passport Number
 - Airway Bill Number – repeats
 - Bill to (optional)
 - Number of items
 - Currency
 - Unit Value
 - Total Value
 - Reason for Export

PACKAGE DIMENSIONS AND WEIGHTS

- 5 types
 - Dimensions: Ranges from [350mm x 275mm x 10mm] to [337mm x 322mm x 345mm]
 - Recommended Max. Weight: Ranges from 0.5kg to 10.0kg

ENQUIRE AND TRACK SHIPMENTS

- Enquire and track shipments on mobile device via WhatsApp Digital Assistance.



DESIRED OUTCOME

- Leverage on technology to address the following at the Partner Stores:
 - Automate and digitize the manual processes, including filling forms
 - Increase accuracy of dimensioning and inspection of items
 - Ease Store Partners' learning
 - Optimize use of Partner Store space
 - Future-proof (not in this POC): Support a seamless link among customers, storefront, courier pickup, and delivery-center backroom.

- Enhance customer experience, productivity, sales, and branding.

EVALUATION CRITERIA

- Cost-effectiveness
- Significant time reduction in service
- Improved customer satisfaction rating
- Reduced rejection rate
- Enhanced productivity

TIMELINE

Stages	Tasks	Timeframe
Discover	Curate Problem Statement	Mar 2021
	Administrative processes	Late-Mar 2021
	Launch “Call For Innovative Solutions”	Apr 01, 2021
	Problem Statement briefing	Apr 16, 2021 10:30am-11:30am (Singapore Time)
Develop	Concept submission	May 05, 2021
	Concept presentation	May 12, 2021
	Evaluation and shortlisting	May 2021
	Announce winning concept	Late-May 2021
Demonstrate	-	-
Deploy	-	-