Delivering (customer) satisfaction to the doorstep.

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About Proovia

Proovia is an independent family-run business based out of the UK. They offer their customers services like distribution of goods, express and economy shipping, transport, warehousing, and storage. Proovia was founded by Dragos in 2014, and back then it used to be a one-man company, where Dragos managed all aspects of day-to-day operation. They now have over 20 delivery vans delivering 5000+ large items every month.

Before Creator

> Before our Zoho Creator Application, we relied solely on spreadsheets! Everything had to be done manually. We were spending a significant amount of time and resources on managing our day to day tasks instead of focusing on improving our customer experience. As our business grew, it became inefficient to continue working this way. We knew that we needed an efficient way of managing and growing our business and we knew it was not going to be found in spreadsheets.
>
> - Dragos, Founder & CEO, Proovia

Proovia started their operations by bidding on listings found on a platform called Shiply.com. Shiply is an internet marketplace where transport service requesters list items they need to move, and where providers of transport services, like Proovia, bid in a reverse auction format. When a courier company wins a bid, they pick up the shipment from the sender's address, and deliver it to the shipping address. The courier company is then rated on the service they provide to customers. The rating will be based on factors such as how well they kept the customer informed on the progress of the shipment, how punctual they were, and the condition of the shipment on delivery.

Before Zoho Creator, whenever Proovia won a bid, they would add the shipment data into an online spreadsheet, and use this tool to keep track of the delivery.

As the company grew, they employed people dedicated to managing tasks like Shiply bidding, adding data into the spreadsheet, tracking deliveries, managing customers, and creating daily itineraries for the drivers to follow based on the pickup locations.

Eventually, as the number of leads from Shiply grew, it became harder to keep track of all the activities without increasing the number of dedicated people who managed these tasks. This led to overall delays, which resulted in dissatisfied customers and a lower rating for the company.

After Creator

It was evident that Proovia needed a custom solution for their unique workflows. Proovia was introduced to Zoho Creator by our partner, APPZ Limited, in 2018.

They made the first prototype of the app in less than a week, and have been working with Dragos on adding features to the app ever since.

> The app started with two main features – Notification and route optimisation, but over the past 2 years we've added over 60 forms and 100s of workflows to the app. It's a full featured business system now. There's a lot of functionality built in it. The whole business is being run on this one app.
>
> - Keith, APPZ Limited

The app has more than 60 forms with hundreds of reports, dashboards, workflows, and Deluge functions in 20+ namespaces.

App users

Managers

Schedulers

Route planners

Warehouse staff

Drivers

Accountants

Customers (through customer portal)

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> Dragos wanted to send a lot of text messages to his customers to keep them well informed, and to improve his company's reputation. Existing SMS integrations were too expensive, so he searched for a cheaper alternative and came across Pushbullet. It sends messages using his existing mobile plan. We then integrated it with his Creator app, which saves him hundreds of pounds per month.
>
> - Keith, APPZ Limited
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Key features

Route Optimizer

Notifications

One of the main things Dragos wanted in the app was a route optimizer. If he had a number of jobs for a given day, he wanted to be able to have a map, which would optimize the route and tell him the sequence of deliveries automatically, based on the postal codes of the shipments.

Another feature he requested early on was the notification feature. The idea was to notify the item sender, the item receiver, and the person who booked the job about what was happening with the shipment on a regular basis. So they set up SMS notifications tied to various milestones during the shipping process. The involved parties would get notified when the van started its journey, and when the delivery could be expected. Then a notification was set up for when the driver was at their door, and another to tell the receiver that the shipment had been collected. Overall, there are about 30 different SMS notifications that get sent out from this application to inform all parties of the progress of the shipment.

As mentioned before, couriers get rated on their service, which is based on several factors. What this app has done for Proovia is to improve their reputation on Shiply—they've now got much happier clients, compared to when they were running on a spreadsheet. That's a major benefit, because customers choose their service provider based on this reputation. They're keeping customers happy by keeping them informed.

Other features of the app

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> The Creator platform allows us to implement new features really quickly, and at a relatively low cost. Dragos has a never-ending list of ideas. The ease of implementation means that we can try things out. If they work we keep them, if they don't we throw them away and move on to the next thing.
>
> - Keith, APPZ Limited
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Driver management

Through the app, the drivers get a vehicle assigned to them, get the route that they have to follow that day, log progress on the route and fuel, keep track of the cash they collect and the expenses they incur during the day, and apply for leave.

They currently have 22 people driving for them, delivering all of the shipments. The application assigns a van for each driver. And once a van is assigned to them, they come to pick it up, and then go to the warehouse to pick up the items they're supposed to deliver that day. The app charts the delivery route based on the various deliveries that the driver needs to cover on that day.

Depending on the items that are going into the van, they might need one person or they might need two people.

The app awards or deducts "karma" to the drivers based on their behaviour and punctuality while delivering, and it displays this on a leader board.

Van inventory management

Each time something is loaded onto a van, or when a driver collects something, the application keeps track of everything and uses that information to optimize a van's inventory for the day.

The way this works is that a driver is picking something up in Scotland, to be delivered to Wales, for instance.

So, Proovia will have a van go to Scotland, and while it's going there, it'll deliver some shipments in Scotland, or on the way to Scotland, from some other city, it'll pick up some more shipments.

Later, the van may come to Birmingham, where Proovia has a warehouse, and it will offload its inventory into the warehouse. The next day those things will be loaded onto another van that's going towards Wales, which will then make the final delivery.

Warehouse management

The app keeps track of all the items in their warehouse, down to the bin where each item is kept. So, every time a driver comes to the warehouse, and has to load goods onto their van, they know where they have to go to pick up the item they have to deliver.

Shipment tracker

The driver's status is kept updated as they go along on the route and collect or deliver orders. Whenever they do that, they click a button on the Creator mobile app, which updates their status. It then creates a status message for each order that's on that route, which shows the status of the customer's order—whether it's being delivered or collected next, if it's on the route, and more.

Payment and expense tracker

A lot of the deliveries are done by cash on delivery or cash on collection, and sometimes a part of the payment is done online. Based on that, the system tells the driver how much the customers have to pay.

The system tracks how much money the driver has in their pocket at all times—their "float"—based on their collections and payments. The driver then uses that money if they need to buy fuel, pay tolls, and things like that.

This greatly helps the accountants monitor and manage the various financials of the company. They can see the income earned from deliveries and the various expenses paid by the drivers, and manage

the driver's float. This system also allows the accountants to pay wages to the drivers directly (wages are automatically calculated by the system based on the driver's contract terms).

Customer and order management

Proovia has a team in Moldova, where they schedule the deliveries, plan the routes by adding or removing items, and manage orders, in case the customer wants to change the delivery date, check on the status, or something else.

The system also allows the customers to manage the delivery via an app. It lets the customer manage the time at which the item will be delivered, change the item's drop location, make payments for the delivery, and when a customer calls, the system gives a voice progress report to them from an IVR.

When a customer calls, the system gives them a couple of options. If the customer presses one, the system asks them about their order number, and once they type in the order number, the system tells them the status of their order. For example it may say, "your order is on its way and it'll be there in five minutes." They can press other numbers to access other services, like pressing two may let them directly connect to someone from support, and so on.

Integrations

Bing maps
for driver's route

CraftyClicks for
address completion

UK post office for
postal code validation

RouteXL for
route planning
and optimization

Twilio for IVR

Pushbullet for
SMS notification

Worldpay for
customer payments

Future plans

> **"**
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> We are planning to add some new features and functionality in the App, including faster integration of parcel photos that our drivers take at the collection and delivery points.
>
> - Dragos, Founder & CEO, Proovia
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> **"**

One of the major things Dragos wants to introduce to this system is an AI-based learning solution, where they can generate an idea of the probability of winning deals based on past data, such as price, date, and location.

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> One of our business goals for this year is to increase the total number of routes from current 20 to 50. We will certainly need to hire more people. We will have ten times more routes since we started to use Zoho Creator.
>
> - Dragos, Founder & CEO, Proovia
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> **"**

About Us

Running a business is no mean feat, and we believe we can help. At Zoho Creator, we've always worked towards a key purpose - enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of pre-built apps and modify them. Just sign up, pick a plan, and start building!

Great brands trust us

About APPZ Limited

APPZ Limited, a Zoho Authorized partner, is a technology company based out of the UK. They offer services such as Zoho implementation, training, and consulting to their customers across the globe.

To know more, visit their website - https://www.appz.mt/

ZOHO Creator

www.zoho.com/creator/

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