Logistics DX success story

We have helped Aramex transform their operational processes, reducing the on-boarding period for new clients from weeks to hours.

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Founded in 1982, Aramex has rapidly grown into a global logistics brand, recognized for its customized services, and innovative products. It has now become a world leader in comprehensive transport and delivery solutions for business and consumers, with an annual income now exceeding 1.5 billion AED.

The problem

Over the past couple of years, e-Commerce activity has experienced exponential growth across every continent. This has presented a large problem to retailers great and small: How to deal with online returns?

From a consumer stand point, this is an expected service element and therefore a critical part of any e-Commerce activity.

Our solution

To provide a DX solution in this high demanding and rapidly growing space, Aramex appointed The iCentric Agency. Seasoned DX professionals, our initial objective was to design, develop, and deploy web portals both in the UK and across Europe in association with Aramex retailer partners.

The portals would allow their partner customers to enter item return details into Aramex's deployed returns cloud, which would then calculate the best route, best price, organised collection, produce a package label, all with the aim of keeping the customer updated at every single stage of the return.

The portals needed to be branded to retailer specifications, have data integration capabilities, and also have admin portals, where customer service staff can log in to see order and, or, returns information, track parcels and check the status of shipments.

The legacy system was fragmented and a typical portal would take 6-8 weeks to setup. The target was to reduce, the onboarding window to just 4 hours.

So from taking on a new retail partner, within 4 hours, they could have a fully operational returns portal, which was visually branded and fully integrated into the partners existing website with the URL of their choice.

Summary Project Scope
of Returns Portals

Creating/Editing Portals

- ✓ A Portal form interface where Aramex can enter main details of a partner's e-Commerce website

- ✓ A Portal interface, allowing Aramex to edit the design of the pages in brand context

- ✓ Offer the ability to update generic parts of all Portals with one action, rather than amending individually

- ✓ Translations for portals exist generically, and can be edited across all sites

- ✓ Ability to make certain fields mandatory.

Admin/Integration Tasks

- ✓ Ability to entering manual returns in the back end, either through mass upload or individual orders

- ✓ Perform admin on returns entered – restarting, editing, replaying, viewing details, fixing errors

- ✓ Keep integration data in the background and be able to auto-fill returns information fields

- ✓ Ability to upload data through all aspects of data integration (FTP, email, API, local upload)

- ✓ Notify users of returns that are in an error status

Figures and Reporting

- ✓ Ability to search the database of returns entered, see current status, and export data based on this search

- ✓ Reporting tools to be developed and then produce a meaningful report that can be exported

- ✓ These exports and reports should be available in a variety of formats – Excel, html, pdf, txt etc)

- ✓ Users should have the ability to have 'saved searches' & 'subscribed reports' on their account

- ✓ Be able to make changes to the search results layout

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Managing User Access

- ✓ Admin function, which easily identifies the level of access for various user roles

- ✓ Four levels to the Portal access hierarchy

Additional Functionality

- ✓ Remote Refund Authorisation to decrease the time taken to refund customers

- ✓ Data validation and cleansing

- ✓ An interface to view, change, save email templates, that would be sent based on portal-defined triggers
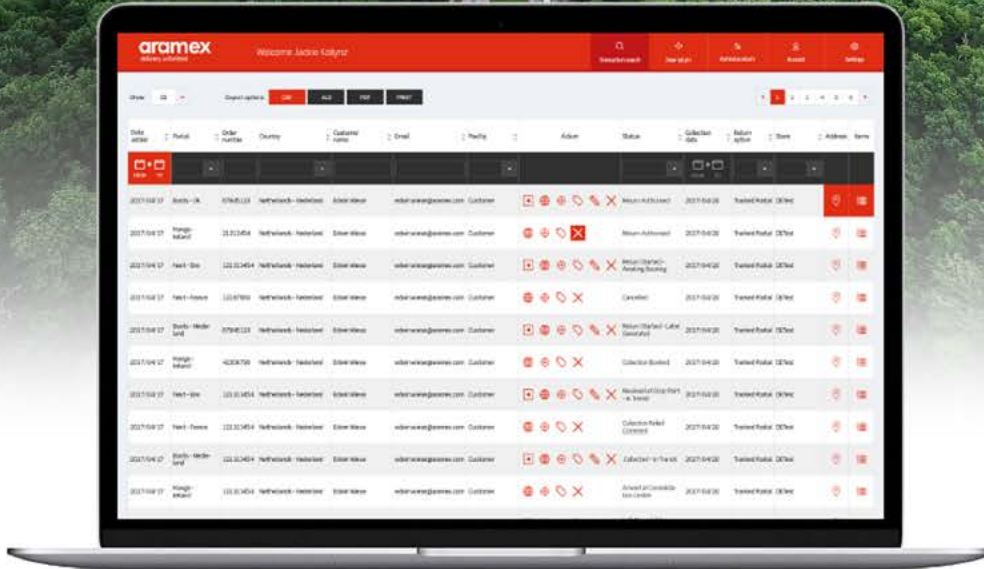
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Project Outcomes

Required development timeframe
6 months

Returns processed via new Portals
1 million+

Portal deployment timeframe
4 hours

Portal deployed in first 12 months
100+ partners

+

**On-going Service
Level Agreement with iCentric**

CYBER ESSENTIALS CERTIFIED PLUS

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