CASE STUDY: THE PSL GROUP

The PSL Group is a UK-based, global forwarder running air, sea, and overland freight operations. The business, developed through organic growth and acquisitions, has achieved an annual turnover of £27m. In 2016 The PSL Group won the BIFA Award for ‘European Logistics Operator of the Year’, and in 2017 won the ‘Company Care’ award at the prestigious Lloyds Loading List Global Freight Awards. Looking forward, The PSL Group considers itself well positioned to meet the challenges of the 21st century.

OBJECTIVES

The PSL Group, like many other freight forwarders, faces reducing margins while needing to maintain and enhance customer service to remain competitive. The company has been using MultiFreight’s freight management software solutions for many years, and could see that the most effective way to become more efficient, more productive and able to take on more business would be to invest further in both staff and systems to develop a new rapid response offering.

Michael Douglas, IT Director for The PSL Group, explains, “When The PSL Group required a solution to meet the demand for the growing need of instant information within their global freight business, they chose MultiFreight.”

SOLUTIONS

A key part of the rapid response system were the Online Booking and enhanced Web Tracking features, which The PSL Group developed in partnership with MultiFreight. “While neither of these services is a new idea,” says Michael, “the Online Booking needed to be quick and easy for the customer, but have enough detail for us to get the freight booking under way. We wanted to avoid launching a massive online booking form with so many options that the customer would become frustrated.”

MultiFreight tailored the tracking initiatives, adapting them to some of The PSL Group’s specialised services, such as Book Distribution, alongside standard freight movements. “We needed an attention to detail that can only come from...”
working with a supplier who is willing to make things happen without suggesting an expensive bespoke solution”.

Investing in its international freight software system has brought advantages not just for The PSL Group’s customers, but for the company too, as Michael describes:

“Our accounts package integrates transparently with MultiFreight, and we have introduced some innovations such as a very clever trading summary program that allow us to close our year end routines in a couple of hours.”

RESPONSE

Michael explains, “Our strong working partnership with MultiFreight allows us to give our customers that extra level of service. Having a logistics software supplier who is willing to create software for the real freight world is vital – it means we have applications that are flexible and comprehensive, without being complex and unwieldy.

“MultiFreight provided active project management from day one, removing the need for us to worry about any potential oversight or pitfall. The MultiFreight service team provided a much smoother implementation than we ever expected.

It is easy to be lured by impressive-looking software, but the real success of IT is making sure that the users gain the real benefits of the software. In this respect MultiFreight have proved to be first class.”

The PSL Group acknowledges that it is the relationship with MultiFreight that has enabled it to embrace technology for business advantage. Michael reveals:

“The relationship we have built with MultiFreight allows us to deal with any issues efficiently and without any noticeable knock-on effects to our operations. It is really important to us to know that we can pick up the phone and get senior technical support quickly. Obviously, this is not the norm, and we log most incidents via the web or email, but having that direct contact when we need it is a great help.”

FUTURE DEVELOPMENTS

To underline The PSL Group’s trust in its future with MultiFreight, he adds: “We have been testing the latest version of MultiFreight’s freight forwarding software system, and plan to migrate to a cloud-hosted solution which will reduce our need to manage expensive hardware. We continue to see our long-term future being founded on software solutions provided by MultiFreight.”