



FMCG / FOOD & BEVERAGE · SHIPMENT VISIBILITY & COMPLIANCE

# How a Leading FMCG Company Eliminated Manual Tracking and Gained Real-Time Visibility Across Its Distribution Network

End-to-End Shipment Visibility, Digital POD and Real-Time Exception Management for a High-Volume FMCG Operation

**INDUSTRY**

FMCG / Food & Beverage

**LOGISTICS**

Domestic Road

**FLOW**

Plant to DC to Customer

**CATEGORIES**

Ambient, Chilled, Cold

**SCALE**

Legacy Systems and Manual Processes.



## IMPACT AT A GLANCE

<h3>100%</h3> <p>Shipment Visibility — Every consignment, plant to delivery</p>	<h3>100%</h3> <p>Automated Customer Notifications — At every key milestone, no manual effort</p>	<h3>70–90%</h3> <p>POD Closure — Paper submission fully replaced</p>	<h3>80–90%</h3> <p>Faster Deficiency Alerting — OTR raised from DC to factory in real time</p>
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## BACKGROUND & SITUATION

### The Operating Environment

A high-volume FMCG operation moves goods from manufacturing plants through distribution centres to retail and end customers at high frequency. Accurate milestone capture, proactive customer communication, and clean POD closure directly affect service levels, payment cycles, and the ability to resolve exceptions before they escalate. When tracking is manual and communication is reactive, problems compound at scale. A delayed status update becomes a customer call. A paper POD becomes a payment hold. A deficiency not raised on the day becomes a loss written off at month end.

## TRIGGER FOR CHANGE

### The Manual Tracking Problem

Visibility across road shipments depended on phone calls and spreadsheets. Customers received no proactive updates and had to contact the logistics team for delivery status.

*POD was paper based, slowing closure and holding up payment cycles. Deficiency events at distribution centres reached factories too late for same day action. The operation needed a fundamental shift from manual to digital.*

## THE CHALLENGE

### Key Barriers to Shipment Excellence

Manual processes and paper based documentation created systemic barriers to visibility, customer service, and exception management at national scale.

#### No End-to-End Visibility

Shipments tracked manually through calls and spreadsheets, no live view of consignment status from plant to delivery.

#### No Proactive Customer Communication

Updates depended on team intervention; customers had to contact logistics for delivery status, creating inbound query volumes.

#### Manual Event Capture

Manual event capture at plants and sites led to inaccurate timestamps, incomplete records, and reporting gaps.

#### No Centralized Query Desk

Coordination across teams, customers, and DCs was fragmented, with no single point of contact for query resolution.

### **Paper POD**

Long turnaround times, risk of lost documents, and delayed payment cycles from paper-based proof of delivery.

### **Delayed Deficiency Reporting**

Damage, shortage, and mismatch reached factories too late – often the next morning – preventing same-day corrective action.

## **THE SOLUTION**

### **End-to-End Shipment Visibility & Compliance Platform**

Enmovil consolidated all shipment tracking into a single platform. Operations teams gained a live view of every consignment from plant dispatch through to proof of delivery, without making a single call to a transporter. An automated notification engine was configured to alert customers at each key milestone, from shipment creation through to expected delivery time.

GPS-integrated geofencing replaced manual event logging at plant gates and customer sites, capturing events automatically with validated timestamps. A Command Hub was established to manage all customer and DC queries from one point of contact.

A mobile application gave drivers and field teams the tools to submit digital proof of delivery, record compliance checkpoints, and raise deficiency reports for damage, shortage, or mismatch in real time. Factory teams received those alerts immediately, without waiting for a report the next morning.

## **CAPABILITIES DELIVERED**

### **1 Shipment Visibility & Tracking**

- End-to-end track and trace across domestic road
- GPS geofencing for automated event capture
- Automated loading and transit delay capture

### **2 Customer Communication & Query Resolution**

- Automated customer milestone notifications
- Command Hub for centralized query resolution

### **3 Digital POD & Field Compliance**

- Mobile app: plant gate entry and exit logging
- Digital POD submission at point of delivery
- Hygiene and compliance input capture

### **4 Exception Management & Fleet Health**

- Real-time OTR deficiency alerts to factory
- Route deviation alerts
- Ticket management for exception tracking
- Route deviation alerts
- Vehicle health and fitness dashboard

## KEY VALUE DRIVERS

### Operational Efficiency

- Manual spreadsheet and phone-based tracking eliminated
- GPS-automated event capture replaced manual plant and site logging
- Digital POD reduced delivery closure time and payment delays
- Loading and transit delays now captured automatically

### Service & Customer Experience

- Customers notified automatically at every key shipment milestone
- Inbound status query volumes reduced across the distribution network
- Command Hub centralized all customer and DC query handling
- DC coordination and consent processes streamlined

### Control & Compliance

- Real-time OTR alerts for damage, shortage, and mismatch sent to factory
- Driver compliance tracked: speeding, night driving, stoppages
- Route deviation alerts active across the fleet
- Vehicle fitness and documentation status visible in real time

### STRATEGIC IMPACT

A logistics operation that ran on manual coordination and paper documentation now runs with live shipment visibility, automated customer communication, and the data to manage exceptions before they become service failures.