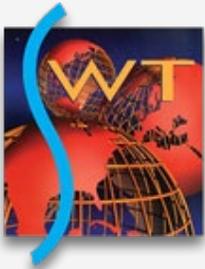


Strategic Wave

Avtex Created a Custom Solution to Give Strategic Wave Customers Real-Time Status Updates



Timeline

8 months

Avtex Services

Technology Innovation
App Development
App Development Workshop

Key Benefits

Access to more concise, descriptive information on the movement of the tank

Improved recording and reporting features for employees and customers

Integrated management and tracking sides of the business into a single data source

Increased flexibility for future evolution

At any given time, Strategic Wave tracks the location, destination and status of up to 8,000 ISO tank containers, chassis, and returnable cylinder assets on behalf of chemical manufacturers and shippers across the globe. Providing clients with easy access to updated data regarding these assets is a key aspect of Strategic Wave's business plan.

The Challenge

Unfortunately, the company's outdated and underpowered customer access application struggled to meet this goal, leaving many clients frustrated. Built specifically for Strategic Wave, the customer access application was created on a custom business framework, making it less than functional with all platforms and applications today. As a desktop based application, the customer access portal was difficult to modify and all but impossible to customize fully to each customer's specific needs. Finally, the solution's architecture provided significant barriers to data input methods other than manual entry.

Results at a Glance

"The platform gives us a foundation for everything we want to do in the future, including taking advantage of business analysis, intelligence and reporting tools. We would never have had that option with our old solution."

– Jim Harris, Strategic Wave

The Solution

Strategic Wave turned to Avtex for assistance creating a customized web application to replace its old customer access solution. Working closely with Strategic Wave's management team,

Avtex developers designed and created a web-based solution to replace the outdated desktop application. Strategic Wave's newly minted solution was designed to integrate smoothly with the most recent applications on the market, allowing Avtex to structure the solutions architecture to streamline the input and output of key customer data. Once the new application was in place, Strategic Wave's existing data was carefully cleaned and organized, then migrated into the new system.



*Key Partner Technologies

The Results

Since implementing the new customer access solution, Strategic Wave has noticed a marked improvement in customer experience, and streamlined interactions. The new solution's extensive information tracking capabilities allow customers to find key data quickly and easily. The application's detailed reporting

functions make it possible for customers to examine trends in shipping times and costs – this data is key to future planning efforts, as well as the identification of weaknesses within the organizations logistical procedures and policies.

On the back end, Strategic Wave has enjoyed increased control over rollout to new customers. Possibly most important of all, modifications and updates to the solution can now be completed simply and quickly – no longer is Strategic Wave bound by the limitations of its old desktop application.

In all, Avtex was able to provide Strategic Wave with a flexible solution to facilitate customer access. The application's cutting-edge design makes it the ideal solution to grow and adapt to meet the requirements of Strategic Wave's future endeavors.

"The platform gives us a foundation for everything we want to do in the future, including taking advantage of business analysis, intelligence and reporting tools. We would never have had that option with our old solution," said Jim Harris of Strategic Wave. "We had a vision and knew where we wanted to go. Avtex took our direction and ran with it, and created a solution that is not only great today, but expandable for tomorrow."

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Jim Harris – **Strategic Wave**

Strategic Wave maintains resources around the globe to manage over 8,000 ISO tank containers, chassis, and returnable cylinder assets on behalf of its clients. Strategic Wave provides customers with the information to keep fleets moving better, faster, and at a lower overall cost.

About Avtex

Avtex is a full-service Customer Experience consultancy focused on helping organizations build trust with their customers. We guide organizations through the process of creating or improving CX strategies, platforms and policies. Avtex offers a wide range of services to support CX, including CX Consulting, Technology Optimization, Technology Innovation and Systems Management.

Driven by technology know-how and passionate about customer experience, Avtex is uniquely qualified to help you deliver exceptional experiences to your customers.



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