



## Case Study – Transportation and Logistics Company

### Background

Logistics co. is the leading supplier of high quality integrated logistical services on the Bulgarian market. Logistics co. is now well-known supplier of high quality port and marine services, freight management and integrated logistic services. Software co. was appointed in June 2007 to implement best practice customer service management.

### The task at hand

In July 2007, Luminous was asked to tackle the design of and full training of their product across all divisions within Logistics co. This involved 15 people located in Sophia and Varna in Bulgaria, many of whom did not speak English.

### Results

Between July 2007 and August 2007, the following was achieved:

- Luminous worked with 2 "super users" within Logistics co. and trained them up to support the rest of their team, post implementation
- Luminous designed all the training for the roll out, making changes based on the modules customized for Logistics co.'s unique logistics configuration, including documentation and look-up cards
- Luminous trained 15 users. A translator was used in many of the cases and we successfully achieved the targets we initially set. The feedback was all 'exceptional'
- The software company who hired Luminous to conduct this work reported zero support calls which for them was interesting given the enormous language challenge faced. The support overheads have remained extremely low
- Reduction in Accounts Receivable was 28% within 4 months of go-live. All customer issues resolved within 4 days (from 120+)
- Logistics co. has been extremely happy with the implementation and have become external references for two other companies in Bulgaria, where the original users Luminous trained have offered to translate the software in Bulgaria as a favour...