

How the Samsung Galaxy Tab Active2 helps APPS Transport Group go the extra mile



Overview

Customer Need

APPS Transport Group required innovative tech equipment in order to manage its fleet effectively and efficiently. With the ultimate goal of maintaining its supreme customer service reputation, APPS needed this new technology to remain easy-to-use while also providing assistance to its drivers in order to perform optimally.

Samsung Solution

Samsung worked with APPS Transport Group to ensure they offered a solution that was both effective and user-friendly. Each driver was outfitted with a Samsung Galaxy Tab Active2 device, allowing APPS Transport Group employees to manage their routes better - ultimately offering an improved customer experience.

Results

APPS Transport Group saw improved service to its customers and experienced significant efficiency gains. This solution from Samsung also sped up customer inquiry response times and allowed customers an easier way to track the progress of their shipments across the entire APPS network. This effective tech solution exceeded APPS' objectives and allowed the organization to grow.



APPS Transport Group

APPS Transport Group is known for its exceptional customer service, boasting a workforce of loyal employees and drivers going the extra mile for their customers. APPS services Fortune 500 companies across North America, including some of the biggest names in retail, foodservice and construction product distribution.

Being an award-winning carrier is nothing new for APPS Transport Group, having been named by Profit Magazine's Top 100 Fastest Growing Companies in Canada for three consecutive years, as well as winning "Canadian Shipper Choice Award Winning Carrier" for the past three years.

Running a well-maintained fleet across Canada, APPS has established a high Safety Rating with full recognition of its Commercial Vehicle Operator's Registration (CVOR) statistics by the Ministry of Transportation.

As a company committed to providing top notch customer service, APPS Transport Group was looking for a way to facilitate and expand better communications within its fleet, to help increase logistical efficiency. APPS needed a high-performance technology solution to keep up with the rugged demands of life on the road. The Samsung Galaxy Tab Active2 provided the right solution as a tech tool that helps drivers service their accounts, while allowing APPS to better manage its fleet, increase shipment tracking visibility for customers, and offer real-time updates for every stakeholder.

"The solution from Samsung checked all the boxes for us and we are confident based on consumer feedback that we've made the right choice when selecting the best partner for us."

Robert McDonald
President and CEO of APPS
Transport Group



The Customer Need

The transportation industry is highly competitive and requires extensive use of new technologies to maintain a competitive advantage. APSS Transport Group required cutting-edge technology equipment in order to manage its fleet effectively and efficiently. It also required durable, easy-to-use tech tools that would help drivers perform to the high standards of APSS's customers and help give the company that competitive customer service edge.

Providing shipment visibility for customers in real or near real time was another major challenge. Today, customers increasingly demand a Digital Trucking Format when it comes to their transportation needs. Not only do they require shipment visibility, they want to be able to track items as they move and stay up-to-date on delivery times. APSS Transport Group wanted to increase its ROI based on efficiency gains and better visibility in order to help their customers grow their businesses.

“APSS Transport went through an exhaustive review process prior to selecting Samsung as its mobile technology provider - the technology not only had to be robust but also driver and customer friendly at an affordable price,”

Robert McDonald
President and CEO of APSS
Transport Group

Samsung Solution

Samsung helped fulfill the company's technology strategy by working with APPS Transport Group to ensure a solution that was both effective and user-friendly. Each driver was outfitted with a Samsung Galaxy Tab Active2 device, which helped APPS adapt and evolve its solutions, while focusing on continually improving the customer experience. Given its MIL-STD-810G certification, which awards its ability to survive drops, shocks, vibrations and extreme temperature changes, the Samsung Galaxy Tab Active2 provided a ruggedized option for APPS that optimized pickup and delivery, as well as providing live updates to its customers on their shipments.

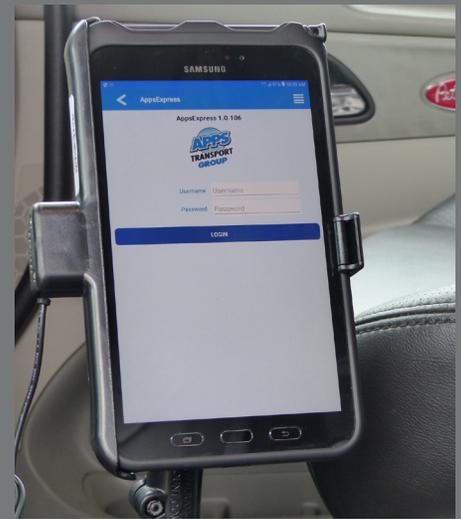
APPS was proud to meet and exceed its customer needs by partnering with Samsung to deliver reliable solutions company-wide. It chose Samsung because the Galaxy Tab Active2 offered the best product for the job and provided the highest ROI. A measurement of success was the partnership between the solutions provider and customer, with the easy-to-implement solutions from Samsung optimizing efficiencies for APPS. While APPS considered other devices, Samsung was the clear winner, as its Galaxy Tab Active2 offered a durable, easy-to-use and cost-friendly solution. In addition, the Galaxy Tab Active2 offered premium security with Samsung Knox, which helps protect consumer data.

The Results

Upon implementing these rugged, durable tablets, APPS Transport Group saw improved service to its customers and experienced significant efficiency gains. Specifically, long-time customers have commented on the improved and detailed delivery service, attributing these improvements to the new mobile devices from Samsung. To further bring the best functionality out of the Samsung hardware solution, APPS also needed to partner with a proven applications provider, Mobile Innovations, to optimize the user experience and offer a seamless hardware and software solution.

Since the company began using the new mobile solution, it has significantly improved customer inquiry response times and given customers an improved ability to track the progress of their shipments across the entire APPS network. This effective tech solution from Samsung exceeded APPS' objectives and allowed the organization to grow without having to add significant staff to accommodate the growth. Samsung helped make APPS' business more successful by increasing its competitive edge and improving customer service with a leading technology solution.

APPS Transport Group has received excellent feedback on the program from both customers and employees, and is excited to set itself above the competition by using industry-leading tech solutions. With the help of Samsung, APPS Transport Group's improved service easily demonstrates how highly they value their customer base.



The Samsung Galaxy TabActive 2 mobile solution installed in one of APPS latest trucks.

