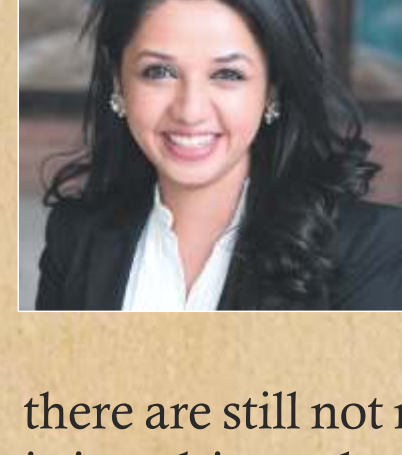


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Dear Colleagues,



'Women in Logistics' is a matter close to my heart. Despite the fact that logistics industry is growing by leaps and bounds and has wonderful opportunities for career progression, there are still not many women who wish to join this otherwise male-dominated industry. What really holds back women from becoming a part of this sector; fragmented nature of the logistics sector, rough and tough working conditions, the perception of operational hard labour and male domination at the workplace, warehouses, distribution centres and offices outside city limits, etc are few of the reasons we often discuss.

However, there are some real brave hearts who challenged the stereotypes, explored

unchartered waters and pushing for greater self-fulfillment. Yogita Raghuvanshi – India's first women truck driver, Shanti Devi – India's first female truck mechanic, Surekha Shankar Yadav – India's first female locopilot, Selvi - first female taxi driver, Bharathi Veerath – India's first female Uber driver, to name a few, who ignored snide comments, hostile stares, unfavorable circumstances and more to chart a new course in their life. They all deserve a standing ovation.

While the demand for skilled and qualified manpower far exceeds the supply in SCM and logistics sector, it has become inevitable to attract and include women, since they bring in a different perception, have better communication skills and excel in multitasking which enables them to handle many tasks such as planning, implementing and controlling the efficient flow and storage of goods, information and money. We need to reach out to our education

institutions to make them aware about this service industry, what the industry has to offer, the opportunities and career path available not only at the bottom of the pyramid but also at all levels.

Keeping this in mind, Safeducate has always focused on specific mobilization plans to attract females for courses and professional certification programs. Moreover, we arrange facility tours for students to our logistics parks, warehouses and offices to orient them better about the working culture. We are confident that in the days ahead we will see more women joining this sector.

Happy Learning!

Divya Jain
Founder & CEO

INDUSTRY UPDATES

<p>+ Mahindras plan IPO or strategic sale in logistics arm</p>  <p>Click here to know more ...</p>	<p>+ Peripheral Expressway for decongesting Delhi likely to get ready by August</p>  <p>Click here to know more ...</p>	<p>+ IMF projects above 8 percent growth post GST</p>  <p>Click here to know more ...</p>
<p>+ DHL to invest \$268 million in India as GST spurs demand</p>  <p>Click here to know more ...</p>	<p>+ Centre mulls nodal body for transport</p>  <p>Click here to know more ...</p>	<p>+ Future Supply Chain introduces high-speed sortation technology at Nagpur DC</p>  <p>Click here to know more ...</p>

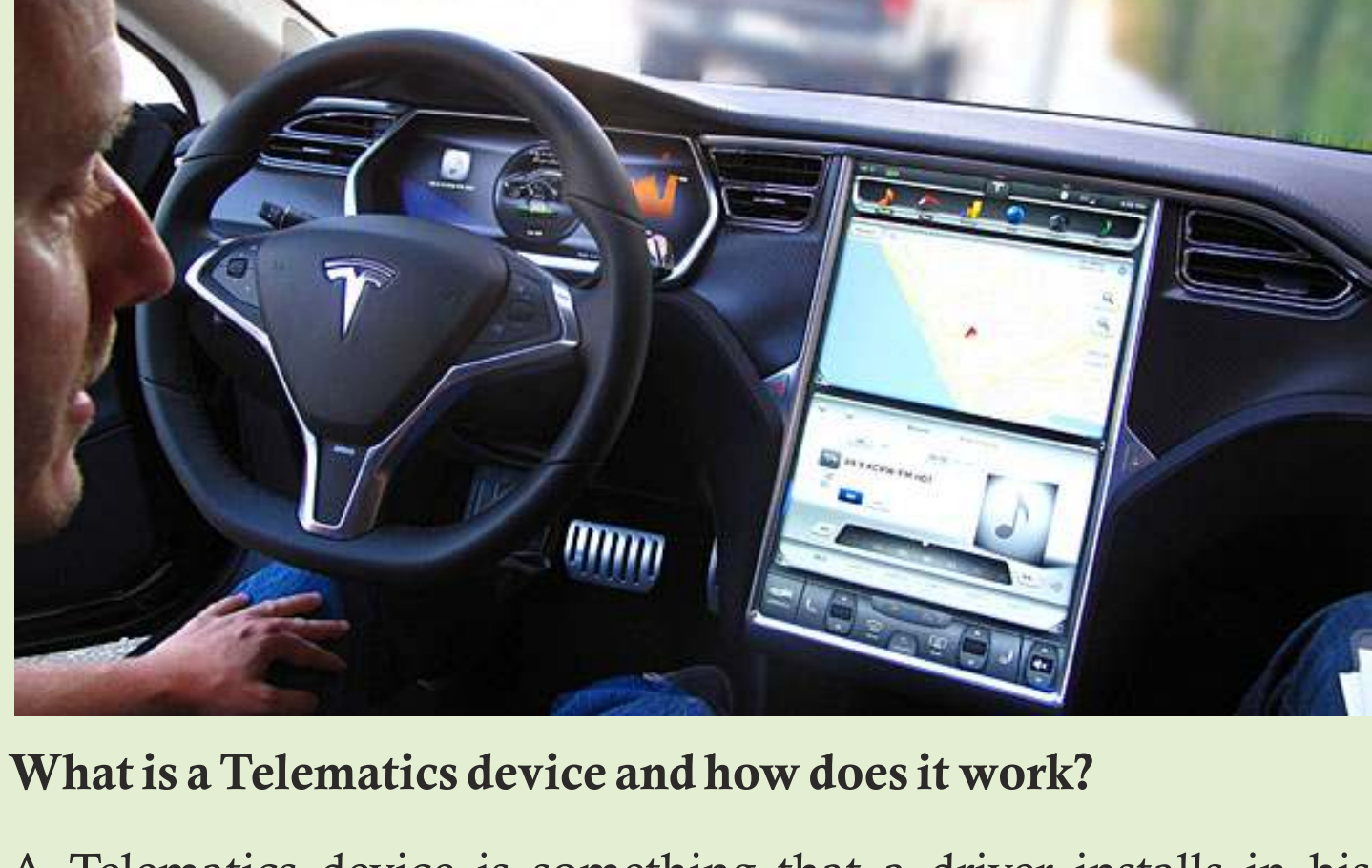
Telematics

What is Telematics?

Telematics is a term that combines the words 'telecommunications' and 'informatics', to broadly describe the integrated use of communications and information technology for the transmission, storing and receiving of information from telecommunication devices.

Benefits of Telematics

- Reduction of insurance cost
- Location of vehicles
- Minimization of operating expenses
- Improvement of safety through GPS fleet tracking
- Management of fleet maintenance
- Enhancement of customer's trust



What is a Telematics device and how does it work?

A Telematics device is something that a driver installs in his vehicle for monitoring and recording information regarding his driving behavior, which includes speed, distance covered and instances of harsh braking. By installing a device like this, provided by your insurer, you are allowing the information gathered from the device to be sent to the insurer for analysis.

If the data extrapolated shows that you are a safe and cautious driver, then you may be eligible for a premium discount. Telematics devices can also describe connected car features, which include live weather, traffic and parking information



Telematics program to reduce insurance cost!

Telematics, which involves installation of devices in the vehicle, could take a longer time to hit the market. This is because apart from the data sharing between dealers and insurers, auto

Following are some key factors which will encourage the Indian Telematics industry:

- Segmentation industry includes sub-segments like the logistics, auto-transportation, mining and employee transportation. These vertical segments indicate rock-strong demands which will give rise to the Telematics industry in India.
- The Indian government is planning to construct 15,000 kilometers at an expenditure of \$1 trillion over a span of next 5 years. This is ought to push the demands of fleet management and vehicle tracking needs, including mass driver data requirements.
- Introduction of 4,00,000 new buses on Indian roads until 2017 is targeted as a major opportunity, as there is a long awaited demand for security in both public and private travel systems. Thus, there is a nationwide need for vehicle tracking, thereby, stimulating the Indian Telematics industry in automobiles.
- Vodafone joining hands with Mahindra & Mahindra is the latest example of connected cars industry in India. Experts assume that such collaborations will increase in the future, thus, providing gush to the Telematics industry in India.

Telematics technology in car is estimated to be around 60.1% by the end of 2017. Telematics is one technology which may be widely used by the logistics industry in the near future. Adoption of newer technologies will not only reduce the overall logistics cost but will delight customer through better customer service and transparency.

How to Build Customer Centric Teams

Creating customer-centric teams is now a top priority for businesses looking to thrive in today's customer-first world. Majority of data shows that customer experience goes a long way in building a business that lasts long. Now, the question arises how a customer-centric culture that places top priority to the customers can be built.



Why customer-centric companies win

According to the Customer Experience Index 200 (CEI200), customer centric companies have a higher valuation on average than their competitors. "Upon looking back on previous data starting 2007 to present, the CEI 200 has outperformed the S&P 500 Index by generating a 10.7% annualized rate of return." These performance metrics show that the return on the investment put into creating an outstanding customer experience more than pays for itself.

How can businesses join these highly valued customers who build lasting, loyal relationships with their customers?

1. Demonstrate what great customer service can achieve

It has to be demonstrated to the team that how building a customer-centric culture helps the organization achieve its goals. The team will benefit from hearing how great service impacts revenue, retention, word of mouth, and the business' potential to thrive in the future. Ultimately, communication needs to be candid and personal. Base it on why a memorable customer experience is important for team, company's culture and your mission.

2. Get everyone in the company involved

This is done by rotating the support schedule every week, with each team member having a week dedicated to helping customers. In this way, product teams get a chance to hear from people using the product; marketing teams are given an opportunity to encounter objections so that they can become

more informed about how customers perceive the product. This results in better understanding of how customers think and what issues they are struggling with and this goes a long way towards improving happiness and customer loyalty.

3. Empower employees to deliver great customer service

The employees have to be empowered to cut through the red tape that often hinders great service. Along with this, a framework also has to be build for action. If the goals for achieving customer satisfaction aren't tied to overall company objectives, well-placed customer WOWs can turn into a free-for-all that won't guarantee great returns. Service team should not be locked in by excessive rules: favor frameworks over hard limits, repeatable phrases over scripts, and coaching over monitoring.

4. Encourage active listening to customers

Listening to customers is an inherent part of being customer centric. Regularly conduct meaningful customer surveys or have ongoing chats with current customers. Customers can help build a product that other customers love. While they can't singlehandedly steer product towards innovation, a truly customer-centric company will take advantage of the fact that their customers do often know what they want.

5. Treat company culture as an asset

Smart businesses invest in talent, capital and training, so why the same attention shouldn't be given to a company's culture? "Culture happens whether you plan it or not, so why not create one that you love?" Companies should invest plenty of time and energy motivating, inspiring, and rewarding their team for providing excellent service. They should even go the extra mile by openly blogging about their customer happiness metrics. This transparency shows their customers and the world at large how they invest in support now and what they plan to do in order to improve in the future.

6. Attention to detail

If there is one trait that should be ingrained in entire team's conduct with customers, it's this one: Focusing on the details will go a long way towards creating reciprocity with customers and it doesn't have to cost.

A personalized service that any company can embed into their business will help them connect with their customers better. Through this it has to be demonstrated that building a customer centric company culture doesn't have to be lofty or intimidating — it's all about showing people that you are grateful to have them as customers.



- * Skilling partner of NSDC
- * CILT accredited courses
- * Trained & upskilled over 46,000 participants across the country
- * Supply Chain & Logistics training specialist
- * Launched & Operationalized Classrooms
- * 150 Learning Centres across India

Our Associations



Institutions



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- Haryana Skill Development Mission in Haryana
- Punjab Skill Development Mission in Punjab
- DDU-GKY project in Assam, Odisha & Punjab
- Project Udaan in Safeducate Learning Centre, Indore
- On-going Training Programs with Safexpress
- MBA in SCM & Logistics
- Employment linked Skill Training Programme at Rajasthan
- Short term courses at Safeducate Learning Centres
- Diploma in Logistics Excellence at Safeducate Learning Centres



Safeducate launched specially designed Skilling Centre for Specially-abled people in Chhapra, Bihar

Quote of the Month:
"There are no secrets to success. It is the result of preparation, hard work, and learning from failure".
Colin Powell