Digitising a transport operation from booking to dispatch

A growing transport business | Proof point summary

CHALLENGE
A growing transport operation relied heavily on manual coordination across bookings, payments, driver allocation, vehicle allocation and customer communication.

DISCOVERY
Mapped the end-to-end customer and operational journey.

APPROACH
Defined a phased digital operating model.

DELIVERY
Business requirements, user journeys, process mapping, functional requirements, acceptance criteria, notification requirements and delivery planning.

OUTCOME
A structured digital operating model designed to move the business from fragmented manual administration towards a centralised digital booking and operational experience.

CAPABILITIES APPLIED
Digital Product Design · Business Analysis · Process Design · Requirements Definition · Customer Journey