

INVU: CASE STUDY

ONE OF THE LARGEST INDEPENDENT FREIGHT FORWARDERS BASED IN SCOTLAND

Since their formation in 1986, Air Sea Scotland Ltd have established themselves as the largest independent freight forwarder based in Scotland, and have proved their ability to administer and control worldwide traffic by both air and sea, both into and out of the United Kingdom.

Totally independent of any other organisation, they are owned 100% by a local working directorship, and have no contractual obligation to any other forwarding group. This guarantees their ability to provide specialised, dedicated service to each and every client, large or small, either within the United Kingdom or overseas.

Handling orders for logistics and freight distribution, Air Sea Scotland needs to keep tight control over their business activities. Their industry is handling freight forwarding throughout Scotland and internationally.

THE CHALLENGE

Expensive Storage and Missing Files

The issues were that paper is expensive to store, that some missing files were inevitable and that sending copy invoices was time consuming and detracted from the main business. Air Sea Scotland wanted a solution to these everyday problems without having to increase costs by adding customer service and administration staff. The initial requirement was for a scanner but it soon became clear that the Invu document management software was the correct solution.

THE BENEFITS

Improving Cash Flow and Customer Service

Invu has returned the inconsiderable investment many times by improving cash flow, reducing costs measurably as well as much improving customer service.

"I don't need to ask for information anymore because I can access it easily using one button and a couple of keywords on my PC; plus I never have to worry about a document being mis-filed."

Ian Lynch Chairman/CEO, Air Sea Scotland

• Most of the post and documents did not need to be kept, it was just that they
• were used to filling cabinets and archiving paper in binders and boxes. And
• when information was required it was only the information that was needed and
• not the document itself. Now it's all held securely in Invu's database so that the
• right people can easily access the right information within seconds from a
• desktop PC.

• *"Now when customers telephone we can access every piece of information
• about that customer without having to make return telephone calls which has
• greatly improved our customer service. Because we can deliver documents
• electronically we no longer have to send out duplicate invoices and because
• notes can easily be recorded even temporary staff can easily see history,
• which is very impressive."*

• **Ian Lynch** Chairman/CEO, Air Sea Scotland

SORTED