



Egoba - Transportation Innovation

Company Profile

- Transportation company located in Queretaro, Mexico
- Since 1973 have offered quality truckload transportation services between Mexico, US, Canada through Nuevo Laredo (Tamaulipas), Latin America's most important border crossing
- Our operations are guaranteed by 6 offices across the country

Objective

- Give clients the ability to get shipment information
- Create collaborative environments between the employees to facilitate the communication and team-work
- Increase our response time to satisfy the Web/online needs from our clients
- Create a real competitive advantage by taking leadership in Web and online tools

Results:

- **Role based access – customer confidence**
Reports configured for automatic delivery to e-mail accounts at specific times
- **Transparency – customer loyalty**
Customers see a shipment's last GPS position on a map
- **Self-Service – anytime, anywhere**
The reports can be configured by the final user, choosing from a wide variety of available fields

