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CUSTOMER SUCCESS STORY

How Sealink International Inc. Uses Gama to Drive New Growth, Streamline Employee Costs, and Improve Customer Service.

Breaking Through

Like most forwarders a few years ago, Sealink International performed most business operations manually. The company was successful, but it became apparent that the old way of doing things put limitations on its prospects for future growth and ability to manage increasing costs. Knowing there was potential for Sealink to achieve even more, Sealink CEO Shaizad Shroff set out to find the right technology to change the company's path.

> **"We needed a reset within our operations to continue the growth I knew we were capable of and to meet the obvious market trend that shippers were starting to expect a better customer experience from their forwarders.** That meant finding ways to better align and manage the different transportation functions we perform for clients, including air, ocean, domestic trucking, parcel, and warehousing, and providing an online portal for clients to manage their freight," said Shroff.

Sealink found the solution it needed with the Gama platform.

Helping Employees Be More Efficient

This is not just a story about how Gama helped Sealink stop relying on spreadsheets and reducing phone calls. The changes Sealink sought were about improving how its employees did their important jobs on a daily basis.

Gama delivered by enabling Sealink to improve many of the internal processes it uses in more efficient and centralized ways, including comprehensive dashboards and reporting tools. This includes making it easier to find common ways of doing things across functions, developing processes to measure savings, and enabling key data connections to bring different technology and data sources together.

Other benefits brought by Gama include what everyone expects from technology, including avoiding manual data input, human error, and miscommunication across the board, which were issues Sealink was often dealing with.

What has been the impact on Sealink's operating efficiency? **The company spends an average of 21% less employee time on daily tasks**, including tracking and tracing, providing quotes, and other customer service functions. But those time savings are just part of the story.

Giving Sealink's Customers What They Want

"Another success we've had thanks to Gama has been to improve the experience customers have working with us. Being able to manage quotes, book shipments, and do live track-trace online is something most shippers expect today. It became immediately apparent Gama was a competitive advantage for us over other forwarders. Offering these new capabilities helped us grow revenue with existing customers and is a big reason we've continued to add new customers consistently since implementing Gama," says Shroff.

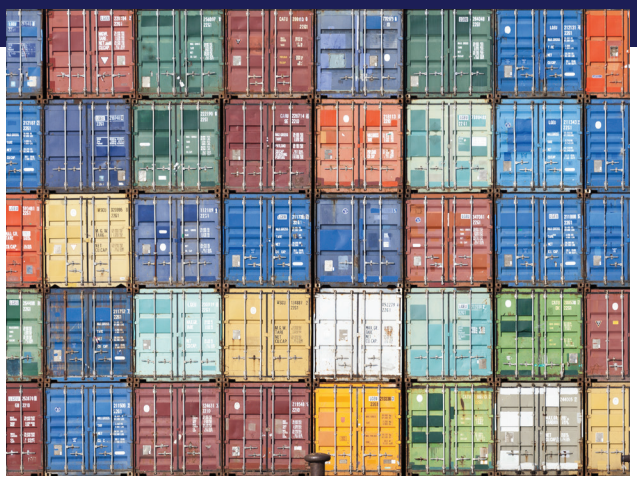
With Gama, customers work with Sealink how they want to. Some clients still prefer the phone and emails, but many are no longer emailing or calling to check the status of their cargo. They like managing their freight through Sealink's branded online portal. Despite how fast technology adoption can feel like it's coming, some customers still prefer the phone and emails for handling their freight. Change can be hard (even for employees), so Sealink took things slow.

Smooth Roads Ahead

Shroff made it clear from the beginning of the Gama implementation that nothing was as important as providing quality service to clients while transitioning to the platform.

"These types of transitions can be stressful, and we did not want to put undue risk on the business's ability to operate. We've also learned from our many implementations that communication is key," said Younus Moosani, CEO of Gama. "Understanding Sealink's processes and potential customer concerns were vital to this program's success. There was a lot at stake, but as we moved forward, we were able to overcome all of the challenges."





The Results

Customer Growth
210% increase in customers onboarded per month

Operating efficiency
21% reduction in employee time spent on daily tasks

Revenue Growth
42% increase in revenue YoY in first 12 months of use

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