

Modul Transport is an international transport company that offers all kinds of logistics and transport services. The company operates world-wide with door-to-door concepts by air, ocean and road.

Lasse Raahauge Jensen, MODUL TRANSPORT

SMALL AND LARGE CUSTOMER RELATIONS- SAME PERSONAL SERVICE

What is Modul Transports' primary product?

Definitely personal service! Apart from the fact that we are specialised within certain transport areas and markets the company's actual core product is highly qualified personal service.

Is personal service especially important in your industry?

Yes. The transport service market can seem pretty inscrutable when it comes to the price of a certain service. As a result, trust and commitment become key factors for the customer. This often means that service is often a more important parameter than price.

What is your recipe for personal service?

First and foremost, we have a relatively high number of trained forwarding agents who all contribute to meeting special demands and conditions related to a delivery. Second, we use the CRM system Dialog Manager, which at the same time makes us able to handle both small and large customer relations as well as our network of partners.

Partners?

Yes, as a forwarding company we need a large network of agents, suppliers, partners, etc. Increasing competition on all markets makes it crucial to cultivate and to manage this network.

What are customer relations to Modul Transport?

Customers are our lifeblood! We get satisfied and loyal customers by allowing them room for special demands. Flexibility is paramount. and an important prerequisite for handling this flexibility is access to a system as Dialog Manager that is easy to adapt and expand to changing conditions.

How does Dialog Manager help manage the different customer relations?

Within our industry you'll experience a lot of communication with each customer, and often the person with today's administrative contact will not be the one executing the transport tomorrow. Dialog Manager works as the central system that is always at hand for all employees with relevant information on all customers and deliveries.

What kind of information is stored in the system?

Dialog Manager is the collective memory of the company, which means that all contracts, offers and correspondence are saved inside the system on the contact. When a customer calls in with a question we know for certain that any employee can find the correct answers in Dialog Manager. User friendliness is just a bonus.

What is required from Modul Transport in the future?

We have to continuously improve service levels and competitiveness. Both on a technical and business level. High level of personal and individualised service will maintain loyal customers - also in the future. And we have discovered the tool to do this - also in the future.



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