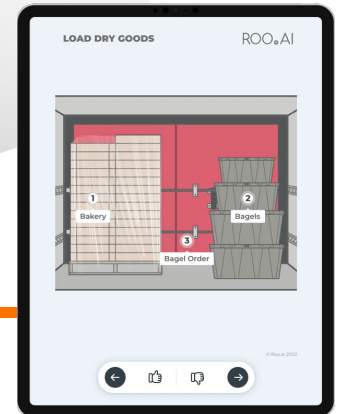
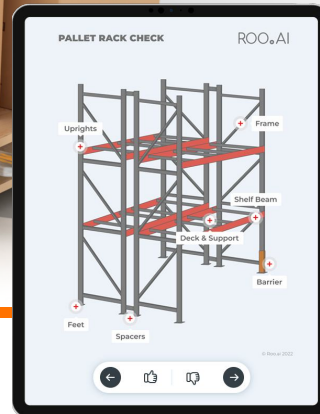
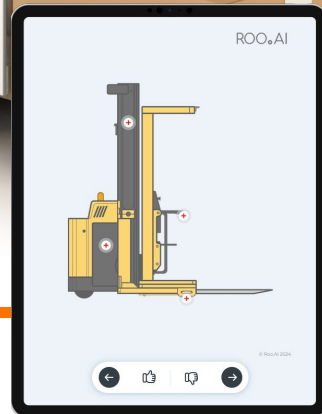




ROO.AI



# REGIONAL LEADER in Specialty Compliance- focused Logistics Digitalizes Frontline Operations

Global Freight Solutions (GFS) has grown its specialty transport and logistics business by combining industry expertise and innovation to deliver efficient, cost-effective shipping and logistics services for the unique needs of its customers. The company operates three divisions including: GFS International, which focuses on the multimodal transportation needs of its customers; GFS Aloha, focused on Hawaiian supply chain for both food and dry/fak freight; and GFS Food Services, which has rapidly become the company's flagship service requiring ever-increasing levels of compliance and traceability for its multi-temp logistic services both in the warehouse and on the road.



## Efficiency, Safety And Great Customer Experiences

“It was a challenge to ensure consistent job performance with workers of different skill levels using paper-based work instruction and checklists,” said Mario De Leon, Warehouse Manager at Global Freight Services. Mario championed the idea of digitalizing the frontline operations to increase efficiency and to deliver improvements in safety, reporting and customer service. When he discovered ROO.AI, he was impressed by the platform’s flexibility and saw that it could be leveraged to make several high impact improvements in the short term.

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## **Improved Safety and OSHA Compliance**

As required by regulations, every GFS operator is tasked with completing an inspection prior to operating warehouse equipment such as forklifts. Still, paper inspections were difficult to collect and access when needed. And they provided little help in ensuring equipment was properly maintained. With ROO.AI, Mario quickly digitalized pre and post-operation inspection reporting and also enabled digital reporting of incidents to improve safety.

## **Standardized Loading, Improved Customer Experience**

Using ROO.AI, Mario began to standardize the loading and reporting processes for GFS Food Services and GFS Aloha. Using ROO.AI, he provided visual guidance for the proper loading of goods to ensure efficiency and to onboard new workers more quickly. He also used ROO.AI to document the location of customer orders to expedite container loading workflows. Customers were very impressed with the new digital documentation that was not only data rich but also provided images for each loadout, improving freight integrity at every step of the process.

## **Simplifying Warehouse Inspections and Maintenance**

Keeping on top of equipment and facilities maintenance was a critical concern at GFS. Mario saw the opportunity to digitize the inspection process starting with the pallet rack inspections across the different areas in the warehouse. The company also used ROO.AI to improve the facility site inspections conducted by GFS supervisors at preset intervals, improving visibility to issues and dramatically reducing lead time to repairs which, in turn, improved the organization's productivity.



## EHS and HR

As part of the initial rollout of ROO.AI, Mario selected a few of the processes that supervisors and employees would routinely conduct during operations. He provided managers with the ability to deliver corrective actions on the spot, and document issues as supervisors saw them occur.

## Seeing The Return From Digitalizing The Frontline

Mario and his team were able to onboard ROO.AI to workers within 90 days. He continued to expand the use across a variety of areas over the next six months, gaining a better understanding of digitalization best practices and ideal targets for the application of ROO.AI. In addition to reducing paper in the warehouse, GFS began to see the benefits of standardizing procedures and holding workers accountable. With ROO.AI in place, Mario noted fewer customer issues from deliveries. ROO.AI became a powerful risk management tool. By digitally documenting loading records, GFS could quickly address shipment damage claims by showing that issues were not incurred during their possession. This saved the company the equivalent of the cost of ROO.AI for 5 years in just the first dispute.

