

CAESARSTONE OPTIMISES DISPATCH DATA PROCESSES TO INCREASE THROUGHPUT WITH CCL

THE CHALLENGE

With business booming, Caesarstone enjoyed double digit year-on-year growth. As demand for its product grew rapidly, the international business sought better logistics technology to help it improve shipment transparency, manage its dispatch data, and increase throughput.

As a customer-focused business, Caesarstone wanted the reassurance of knowing it could quickly resolve WISMO calls, should they occur, so it sought a solution that came with a logistics support team, to provide a fully managed service. Additionally, Caesarstone wanted a superior shipment tracking dashboard, for improved transparency at a glance.

Caesarstone also sought to improve its warehouse process. Previously, Caesarstone's sales team emailed orders to the warehouse team, who would copy and paste data into its old platform to ship goods. This was a time-consuming process, open to manual data entry error.

To improve its process, Caesarstone wanted a solution that enabled the warehouse team to directly book, label and track jobs on one platform, helping it manage dispatch data and increase throughput.

ABOUT CAESARSTONE

Founded in 1987, Caesarstone is a publicly traded company that has pioneered quartz surface manufacturing. Selling B2B worldwide, its products include quartz countertops, vanity units, floors, and other interior surfaces, for both residential and commercial buildings.

From my previous experience working with CCL, I knew what the company could offer. I knew that if we started working with CCL there would be efficiencies. Now we are saving 12-14 hours a week using myCCL Quote & Book."

Simon Hume,
Operations Director
Caesarstone UK & Eire



CCL SOLUTION

- Fully managed service, with ability to call real people from 7am -7pm for logistics support
- Single dashboard for quick shipment tracking overview
- Quote & Book dispatch that works with CRM data, to increase throughput
- Automated label generation to save time
- CCL's consolidated logistics rates on parcels, for cost efficiency
- One periodic invoice for simple accounting

“If anyone is considering moving to CCL's logistics technology services, I would say: don't waste any more time, just do it!”

Simon Hume,
Operations Director
Caesarstone UK & Eire



THE RESULTS

Having integrated myCCL to its warehouse process, Caesarstone now benefits from its fully managed service, with on-call support for logistics queries, providing the business with peace of mind in busy times.

For quick tracking information, Caesarstone uses myCCL's live dashboard, which flags up late shipments, to proactively tackle them before they inconvenience buyers. This helps Caesarstone maintain its customer satisfaction.

For improved warehouse processes, Caesarstone uses myCCL Quote and Book, with CSV downloads from its CRM (Customer Relationship Management) solution, HubSpot. This reduces risk of manual data entry errors, and has saved the team 12-14 hours per week, which allows them to increase throughput.

After choosing CCL as its logistics technology partner, Caesarstone continues to benefit from its cost-effective consolidated logistics rates, which are clearly shown on one periodic invoice

SUMMARY

- 12-14 hours a week saved using myCCL Quote and Book
- Logistics support team on hand to help
- Improved shipment tracking
- Reduction in manual data entry
- Increased throughput

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