

# Real-Time Data Alerts for Smarter Logistics Operations



## Client

A leading logistic company which operates across both urban and suburban areas. This company provides last mile delivery, freight services for entire regions, as well as receiving hundreds of shipments from retailers and manufacturers on a daily basis.



## Problem Statement

Due to a lack of real-time visibility into vehicle movement, the logistics team faced difficulties such as:

- Missed delivery windows
- Inability to notify receiving warehouses about ETA changes
- Delayed response to unexpected route deviations or stoppages

They relied on periodic GPS tracking reports, which were 30 to 60 minutes delayed and lacked context, and this caused operational inefficiencies and dissatisfied customers.



## Solution

- **Real-Time GPS Integration:** Athena was connected with the client's existing GPS tracking feed to receive live location pings from delivery vehicles.
- **Intelligent Alert Triggers:** Set up dynamic, rules-based alerts such as:
  - Vehicle idle for >20 minutes during transit
  - Delivery vehicle approaching destination (within 1 km)
  - ETA deviation of more than 30 minutes from schedule
- **Instant Notifications to Key Stakeholders**
  - Warehouse managers received email alerts when a shipment was close to arriving
  - The dispatch team got a daily alert summary for performance and anomaly review



## Value we Delivered

- 40% improvement in delivery timing accuracy by proactively managing last-mile operations
- Reduced warehouse idle time by 35% with real-time arrival alerts for better dock prep
- Faster incident response, with real-time deviation alerts leading to 25% fewer missed deliveries
- Boosted end-client satisfaction through consistent in-transit visibility

