

Leading Transportation Company Revolutionized Business Operations with OutSystems



Learn how an Outsystems-based platform simplified customer bookings and vehicle management

Client Profile

The client is one of the leading transportation companies in the USA, owning an extensive fleet of around 9,000 vehicles primarily comprising buses. Headquartered in Boston, Massachusetts, they have a commendable presence across New Hampshire, Connecticut, and New York.

The Challenge

Lack of an integrated platform for managing booking orders and tracking vehicle-related information

The company strives to provide high-quality transport services to customers. However, their continued reliance on manual paperwork and Excel-based spreadsheets for booking orders and recording data began to pose challenges for their day-to-day operations.

Manual handling of customer requests through the phone made the booking process complex and time-consuming. As a result, several potential customers were dissuaded from booking through the company. Besides, there was no proper mechanism to track fleet vehicles in real-time; order completion had to be carried out manually on spreadsheets. Also, the lack of a centralized repository for vehicles and customer-related data created information silos, affecting coordination between employees within and across departments. Considering these bottlenecks, the company recognized the need for an online portal to streamline bookings, [vehicle management](#) and refine customer experience through self-service capabilities.



Cumbersome booking operations due to manual handling of customer requests



No mechanism to monitor vehicle-related information in real-time



Overreliance on spreadsheets led to operational inefficiency and improper communication between stakeholders



Lack of a unified portal prevented stakeholders from analyzing the bigger picture and capturing inefficiencies in the system

The Solution

A comprehensive application that enabled the company to digitize their end-to-end operations

Damco's low-code engineers evaluated the client requirements in detail and brainstormed to devise a development roadmap and decide on the application architecture, what features to keep, etc. Owing to [OutSystems](#) intuitive features and visual development capabilities, the platform was chosen for development, and the first iteration was released in just 16 weeks.

Personalized UI

Two different interfaces for different categories of stakeholders (driver and customer) were built. Interfaces were personalized for the end-user and the design was kept user-friendly and intuitive.

Web-Based Admin Dashboard

An interactive dashboard showing complete, real-time information on customers, drivers, vehicles, and payments with robust analytical and reporting capabilities was also created.

Customized Booking

A booking functionality enabled customers to search for available buses, select seats, and make payments. Prices would differ based on vehicle types, distances, traffic conditions, discounts applicable, etc.

Location Tracking

GPS integration enabled customers as well as administrators to accurately track the location of the vehicle in real time. This greatly improved user experience by removing the communication gap between the stakeholders.

Advanced Integration

To ensure a top-notch customer experience, a multitude of features were integrated with the application including in-app messaging and calls, payment options, push notifications, reviews and ratings, order cancelation, and support.

Multiple Payment Support

In addition to the aforementioned features, multiple payment options were made available to customers-online banking, credit cards, cash, etc.

Value Delivered

Streamlined end-to-end operations resulted in enhanced efficiency, improved customer experience, and a bolstered bottom-line

- Owing to OutSystems, the client was able to reduce development time and resources by a staggering 40-50%.
- Online booking, personalized user interfaces, and multiple payment options helped deliver an impeccable customer experience, dramatically improving customer retention rate.
- Real-time vehicle tracking enabled seamless fleet management, higher transparency, and improved coordination among all departments.
- Interactive dashboards with advanced analytical capabilities helped the client sum up the information in the form of reports and graphs and identify areas of improvement.



**Discover how OutSystems can supercharge
your productivity and ROI**

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About Damco

Damco Solutions is a trusted technology and digital transformation partner for businesses around the globe. We engineer software products, create new digital experiences, modernize applications and automate business processes for greater agility and business growth. With 27+ years of leadership in software engineering and digital solutions, our mission has remain constant - complete client success.

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