

**Davies Turner**

Transforming Customer Service  
with Real-time Inventory and  
Shipping Insight

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time, Kapow has helped  
us engage with customers  
in a more proactive and  
effective way.”

Darren Gurney, Logistics Systems Manager,  
Davies Turner

**100**

BOTS

**15 - 30 MINS**

To set up a new BOT

**100%**

Shipment tracking without adding staff

Freight forwarding and logistics specialist Davies Turner transformed customer service with Kofax Kapow™. Automated inventory and order tracking provides customers on-demand insight into stock and shipments, and helps teams work more productively—enabling the company to take on growing business volumes without increasing headcount.



**ABOUT DAVIES TURNER**  
WWW.DAVIESTURNER.COM

Davies Turner is an international freight forwarding company based in the UK. Founded in 1870, the company specializes in shipping and logistics for land, sea and air freight, as well as warehouse management and distribution services.

#### PRODUCTS

Kofax Kapow™

Kofax Capture™

#### FOCUS

Data Aggregation

Web Data Extraction

Process Automation

**“Kofax Kapow is very powerful; the things it can do seem almost limitless, and there really doesn’t seem to be anything that Kapow can’t integrate with!”**

**Darren Gurney**, Logistics Systems Manager, Davies Turner

## CHALLENGE

As one of the UK’s leading multimodal freight forwarding and logistics companies, Davies Turner plays a vital role in helping companies to move parts and products around the world quickly, reliably and cost-effectively.

With many of its customers operating on tight timelines—where even small delays or discrepancies could have costly consequences—it is vital for Davies Turner to have a clear view of shipments and inventory at all times. But with global supply chains growing more and more complex, encompassing many different carriers and touchpoints, gaining this insight can be a challenge.

“We have thousands of shipments coming in and out of our facilities every day, and if a customer contacts us to ask where a particular order is and what state it’s in, we need to give them that information fast,” said Darren Gurney, Logistics Systems Manager. “Failing to do so could lead to dissatisfied customers, and increase the risk of losing future business to a competitor.”

In the past, order tracking was a reactive and manual process at Davies Turner. When the company received a customer query about an order, teams would have to visit the relevant carrier’s website and search their tracking systems for more information about the shipment. If a team member was unable to find this information online, they would have to contact the carrier by phone or email, incurring further delays. On average, it took around 10 to 15 minutes to respond to order tracking requests.

“We always managed to stay on top of customer queries and meet our service-level agreements (SLAs), but we knew that we could do better,” Gurney said. “We wanted to be more proactive, and provide all customers with up-to-the-minute insight into their orders instead of waiting until they came to us with a query.”

**“Kapow helps us deliver much faster and responsive service to customers. While in the past, it could take our teams around 15 minutes to respond to a request for information on a shipment, today they can answer in real time.”**

**Darren Gurney**, Logistics Systems Manager, Davies Turner

## SOLUTION

Davies Turner looked for a faster, easier way to gain visibility into the thousands of orders it handles every day—tracking shipments in real time as they move through each link in the supply chain.

The company found an answer in Kofax Kapow™, a powerful information integration and automation platform that makes it quick and easy for users to harness data from a wide variety of sources. These include internal logistics and warehouse management systems, as well as external carrier tracking systems and third-party websites.

Using Kapow, Davies Turner has built integration process flows (commonly referred to as software robots) that perform various data extraction and integration tasks that enable the company to offer customers alternative ways to communicate with them.

“To date, we’ve deployed close to 100 Kapow robots,” Gurney noted. “We have found the solution to be incredibly user-friendly—you don’t need to be a developer to make use of it. At the same time, Kapow is very powerful; the things it can do seem almost limitless. We are using the solution to integrate data from our own systems, partner systems and



third-party websites, and there really doesn't seem to be anything that Kapow can't integrate with!"

Today, Davies Turner uses Kapow to automatically capture reference and tracking numbers assigned to each order as it is entered into the company's warehouse management system (WMS). The solution regularly queries carrier tracking systems and websites to retrieve delivery status and proof of delivery information, and links this data to the original order record in the WMS.

When an order leaves the company's warehouse, Davies Turner sends an email to the client notifying them that their goods have left, listing the order details and providing a link where the client can track the order in real time. And if a customer gets in touch to ask about the status of his or her order, the operations team simply has to bring up the order record in the WMS, rather than visiting a website or contacting a carrier.

Davies Turner has also created an inventory tracking process that regularly checks stock levels in the company's warehouse and automatically notifies customers via email to let them know when one of their inventory lines goes out of stock. This allows customers to take prompt action to replenish inventory levels, ensuring they can fulfil orders with minimum delay and avoid costly out-of-stock situations.

**“Kapow enables us to be proactive rather than reactive. We can now easily manage the peaks and the drops without any disruption to the business.”**

**Darren Gurney**, Logistics Systems Manager, Davies Turner

## RESULTS

Streamlined order and inventory tracking is helping Davies Turner to deliver better service in the First Mile™ of customer interaction—providing customers with newfound insight into their stock and shipments, and empowering operations teams with lightning-fast access to the information they need to respond faster to customer queries.

“Kapow helps us deliver much faster and responsive service to customers. While in the past, it could take our teams around 15 minutes to respond to a request for information on a shipment, today they can answer in real time,” Gurney said.

“With Kapow, not only are we meeting customer's expectations, we are exceeding them in certain areas. Normally a customer wouldn't expect us to track all of their

orders in real time, but thanks to Kapow we now have this capability, increasing the number of shipments we track by 1000% without adding staff.”

More automated processes make life easier for teams at Davies Turner, as Gurney explained: “Kapow has eliminated tedious manual work and has made people's jobs easier—and all without introducing any major changes to the way teams work. People can now find the data they need a much quicker and slicker way, and it is helping us deliver a higher level of customer service with less administrative effort.”

Crucially, the increased productivity is helping Davies Turner keep its business on track for profitable growth.

“Kapow has enabled us to take on rising business volumes without increasing our administrative headcount,” Gurney remarked. “If we hadn't introduced this solution, I am certain that we would have had to add more personnel to cope with the growth. In just a short space of time, Kapow has helped us engage with customers in a more proactive and effective way, and we are looking forward to building on these capabilities to help our business run even better in the future.

**“There is nothing I want to do that I can't do with it, it is limitless. I can give it to a non-IT trained employee and they can pick it up quickly because it is so user friendly. That was very important to us. We configure everything ourselves. We can set up a new robot in 15 to 30 minutes.”**

**Darren Gurney**, Logistics Systems Manager, Davies Turner

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