# Customer 'superstar' success story



About the super-successful Freight2020 deployment by Coastal Midwest Transport

Freight2020



# Presented by: Grant Walmsley

General Manager CMS Transport Systems



...with special guest

# **Terry Bingham**

General Manager 5 Star Business Solutions

representing Coastal Midwest Transport







- How CMT drove customer take-up of the Freight2020 Online Customer Portal
- Introduction of Freight2020 Mobility pickup and delivery
- Depot scanning/customer-unload/customer-backload
- Benefits for Coastal Midwest Transport

## **Terry Bingham**

INTRODUCING

General Manager 5 Star Business Solutions



Freight2020

representing Coastal Midwest Transport









#### Where We Go

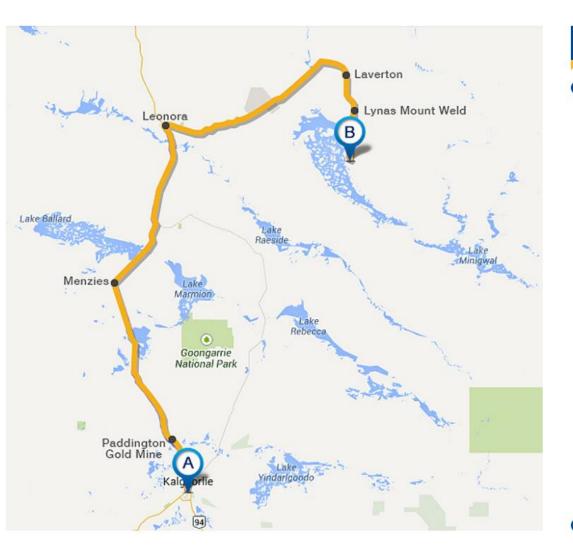
#### Proudly a West Australian Privately Owned and Operated Freight Transport Company

Since establishing in 1993 Coastal Midwest Transport has built itself a reputation as one of the leading freight companies in Perth and around Australia.

With our head offices located centrally in Perth and a depot including warehousing facilities in Kalgoorlie, we have extended our service coverage area including the Eastern Goldfields regions, Leonora, Leinster, Laverton and beyond. Coastal Midwest Transport is a **general freight** carrier with depots in **Perth** and **Kalgoorlie** 







#### Where We Go

 Departing Kalgoorlie with □Consolidation c Freight from Perth

> Click the destination on the list below to show map and route details

ANGLO GOLD SUNRISE DAM AVOCA HIGGINSVILLE GOLD FIELDS ARGO GOLDFIELDS ST IVES HBJ MINERALS SOUTH KAL OPS INTEGRA KAMBALDA KANOWNABELLE LA MANCHA LAVERTON LEINSTER LEONORA LEINSTER MARINERS MARINERS MARVEL LOCH / FLYING FOX

Departing Perth Direct To Site

Primarily serving the mining companies in outback Western Australia with approximately 60% of freight coming out of Perth with the reminder out of Kalgoorlie





Freight is loaded in Perth bound for Kalgoorlie, where it is unloaded and re-loaded as customer charters and delivered directly to customer sites

#### Freight2020 VISION









### Online Booking System

CMS Book	ing	Text	Security	System Too	ols	Lo	gout
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owing 1 to 1 of 1	Advanced Search	1				Search Q	
espatch Date	Consignment No	Order No	Sender	Receiver	POD	Freight Images	Track Item
				GRANNY SMITH WALLABY - GOLD FIELDS PTY LTD			Q

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Event	Event Date Time	Leg Seq No
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Allocated to Manifest: 00086600 , STREETWISE - LEIGHTON - TRT - WALLABY (WITH 86599)	14/03/2017 17:55	2
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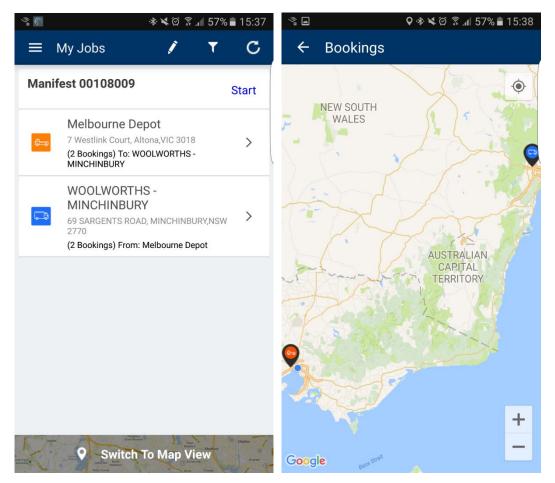


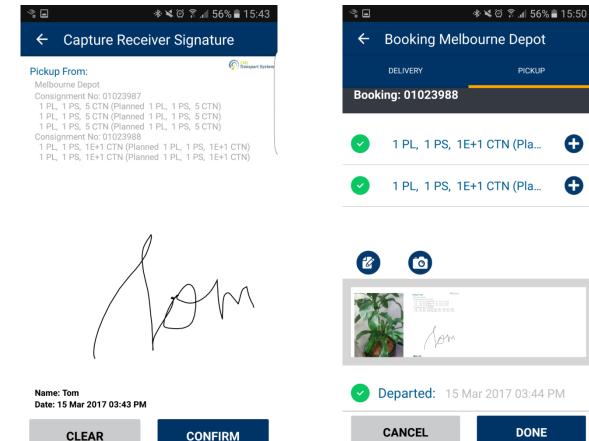
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### Mobility Pickup & Delivery System





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PICKUP

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#### Mobility Pickup & Delivery System

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#### Game changer! – photos of freight

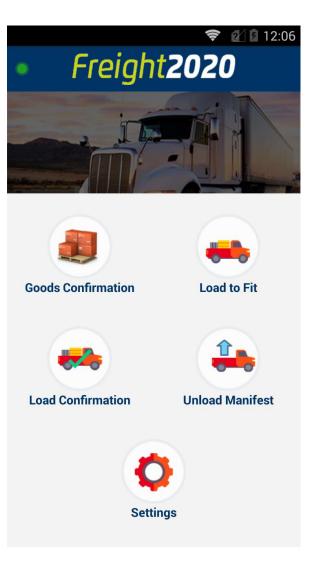
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### **Depot Scanning**

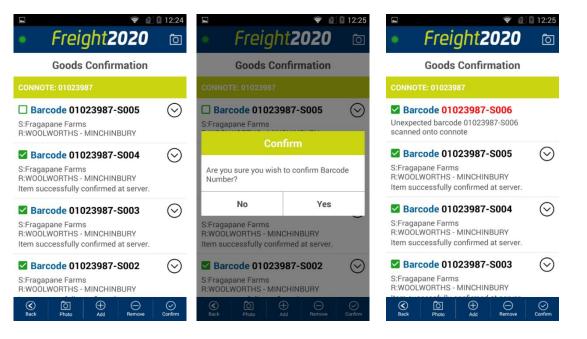
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### Freight2020 VISION





### Depot Scanning – Load process





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### Depot Scanning – unload process





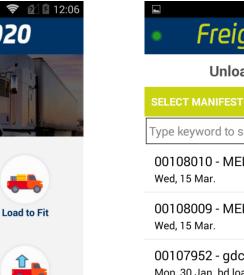












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00108009 - MEL-SYD

00107952 - gdc-sdc Mon, 30 Jan. bd load 1

00107949 - gdc-sdc Mon, 30 Jan.

00107937 - GDC-SDC Fri, 27 Jan. BD LOAD1 TO SYD



### Depot or Customer

#### 😴 😰 💆 13:16 Freight2020 to x **Unload Manifest** MANIFEST NO: 00108010 : 785QEC Barcode 01023987-S005 $\bigcirc$ Connote No: 01023987 S:Fragapane Farms **R:WOOLWORTHS - MINCHINBURY** $\bigcirc$ Barcode 01023988-S003 Connote No: 01023988 S:MONTAGUE FRESH MELBOURNE **R:WOOLWORTHS - MINCHINBURY Barcode** 01023987-S004 $(\sim)$ Connote No: 01023987 S:Fragapane Farms R:WOOLWORTHS URY Verified



#### 🛜 😰 💆 13:17 Freight2020

#### **Unload Manifest**

#### MANIFEST NO: 00108010

The following items were scanned onto Manifest 00108010 but have not been scanned off. Press Continue to complete unloading, flagging the items as missing. Press Cancel to go back and scan the items off.

#### ooking No 01023988

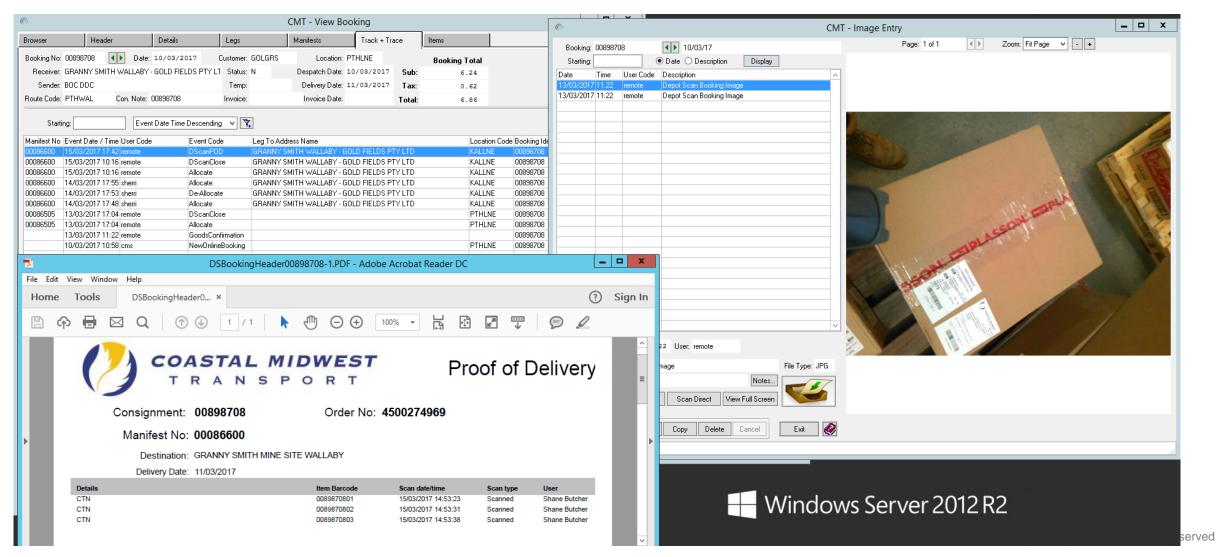
Barcode: 01023988-S003

Continue Cancel





#### End to end track and trace



# THE RESULTS

- Winning new business
- Setting the standard
- Leading their market space





# **TECHNOLOGY PARTNERS**





COASTAL MIDWEST

# And now – enjoy lunch!



# **Breakout sessions commence at 1:40pm**