



CASE STUDY | 2024



Automating Employee Transportation for a Global Tech Leader: A MoveInSync Success Story

About **THE CLIENT**



Location:
Cape Town
+ 2 more locations



Active Users:
900-1000



Module Used:
**MoveInSync Home
to Office Cabs**



*Images for representational purposes only and not actual

Problem Statement

An international tech giant with operations in South Africa faced significant operational challenges in managing employee commutes manually, including frequent no-shows, inefficient trip planning, compromised employee safety, and a lack of real-time tracking—all exacerbated by a rigid **5-hour cutoff time**.

Given their substantial expenditure on transportation, it became imperative to streamline their processes through automation to enhance efficiency and improve the overall employee experience.



Scale of Operation

15,900+
total boarding

5,300+
completed trips

45
vehicles operated

Challenges faced before implementing MoveInSync

The client managed its employee commutes manually, leading to several **operational challenges**. The transport team had to schedule employees and plan routes without the aid of any tool, making it especially difficult to handle ad-hoc trips. **No-shows** were frequent, and a rigid 5-hour cutoff time before scheduled commutes, limiting employees' flexibility.



Trip sheets were filled out manually, making errors common, and last-minute changes only added more strain on the transport team. The absence of real-time tracking further compounded the issue—transport managers had no visibility into vehicle movements or employee locations during transit, leaving them to guess whether employees would arrive on time.

This uncertainty caused **frequent delays** and **miscommunications**, frustrating everyone involved.



Employee safety was also compromised. Addressing safety concerns became nearly impossible without clearly defined safety protocols or a centralized incident management system.

Incidents during commutes were neither properly recorded nor tracked, making it challenging to identify trends or implement meaningful safety improvements, diminishing employee satisfaction.

Given that the client was already spending a significant amount of **money on employee commutes**, streamlining the process was imperative. They recognized that an automated solution was necessary to enhance efficiency, improve safety, and reduce costs.

Only by addressing these issues could they truly enhance the employee experience and maximize the return on their investment in transportation.



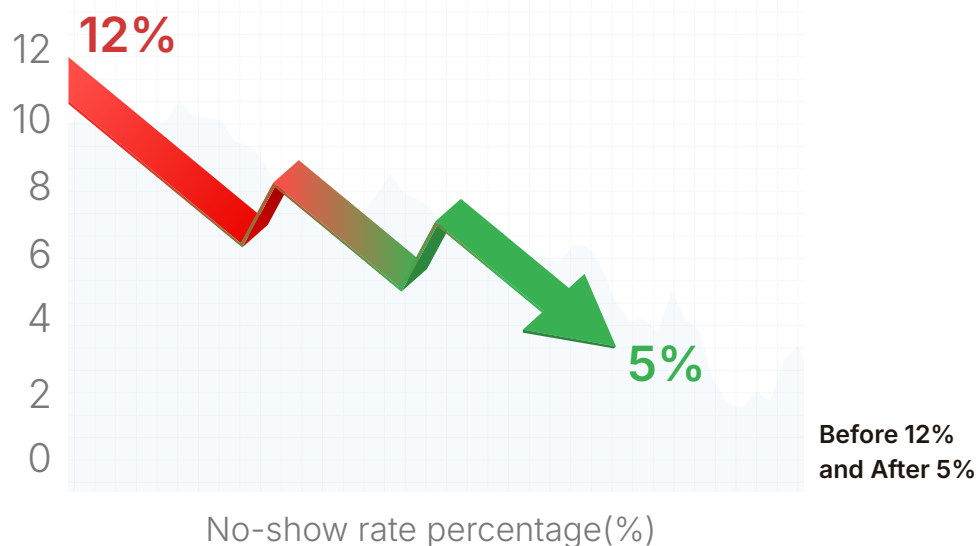
The MoveInSync Solution

Automating Commute Operations

MoveInSync revolutionized the client's transportation operations by replacing outdated, manual Excel-based processes with **cutting-edge automated commute software**. This transformation delivered real-time visibility and control, significantly enhancing operational efficiency.

With live vehicle tracking for a diverse fleet of 45 vehicles—including five-seaters, seven-seaters, and larger nine-seater shuttles—the client could accurately monitor vehicle arrivals and departures, drastically reducing turnaround times for collecting and processing trip data. As a result, no-show rates plummeted from 12% to an impressive 5%.

No-show rate percentage(%) Before and After MoveInSync adoption



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Enhanced Safety with Real-Time Tracking

Employee safety was a top priority, especially for those commuting through high-risk areas at night. MoveInSync addressed this concern by implementing a **GPS-integrated system that provided real-time vehicle tracking and automated boarding and debording checks**. Employees could access driver information and track their vehicle's location, ensuring they were informed about who they were traveling with, thus enhancing their overall commute experience.

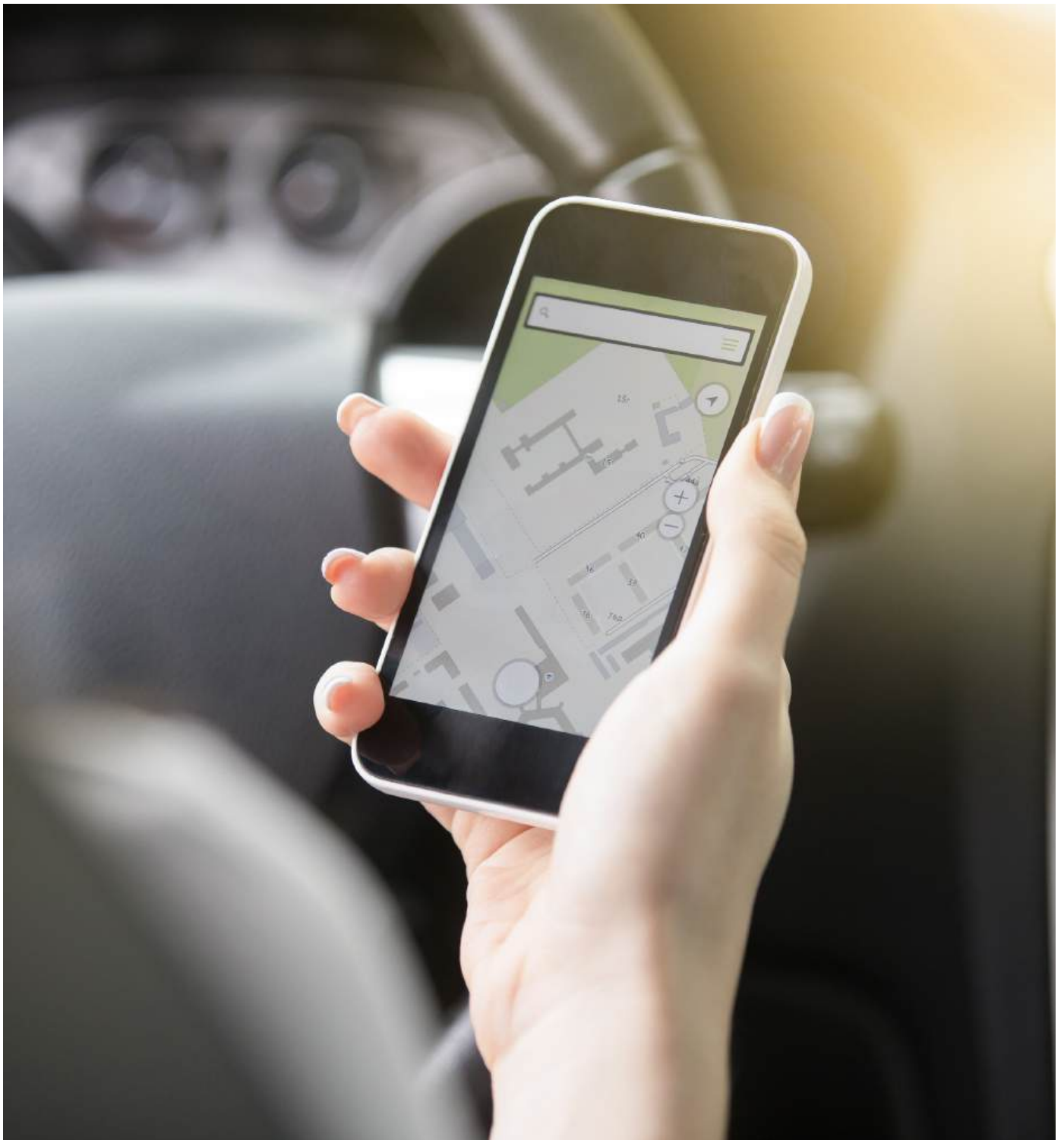


To further bolster safety, MoveInSync introduced a feature that marked **unsafe zones**, alerting drivers when they were approaching high-risk areas. This proactive approach enabled drivers to take necessary precautions or even reroute, adding a vital layer of security—particularly for the client's workforce, which consisted of **60% female employees**. Additionally, onboarding **female drivers** for multiple vehicles fostered a sense of empowerment and safety among employees.

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Incident Management and Compliance Monitoring

Tracking and managing safety incidents had previously posed a challenge for the client. However, MoveInSync introduced a **centralized incident management system**, providing a comprehensive dashboard for quick reporting and resolution of issues. This innovative system facilitated trend analysis, enabling the client to refine their **safety protocols** and enhance overall compliance.



Cost and Fleet Optimization

Automating the commute process equipped the client's transport team with **real-time data**. This capability allowed for accurate demand forecasting, enabling the client to reduce the fleet size by 15%.

The automation not only streamlined the overall commute process but also achieved significant **cost reductions** of 25%. The introduction of real-time data improved forecasting accuracy and allowed the client to **adjust fleet sizes** based on actual occupancy, leading to enhanced cost efficiency.

15% ↓

Reduced fleet size

25% ↓

Cost Reduction



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Improved User Experience and Flexibility

The **employee experience** underwent a remarkable transformation. With MoveInSync, employees gained full visibility into their commutes, enjoying live tracking of vehicles and immediate access to driver details.

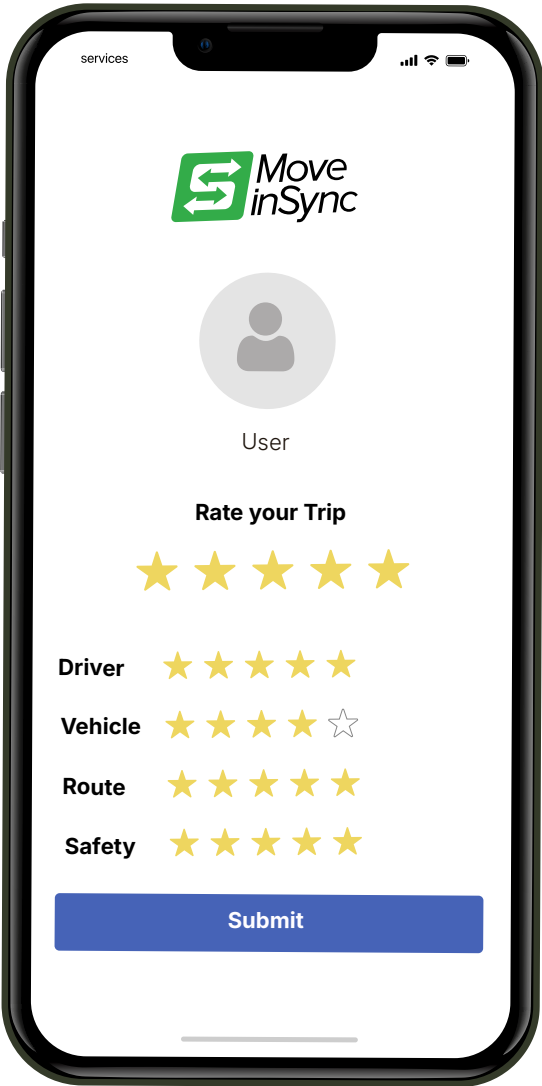
The app introduced greater flexibility by reducing the **trip cancellation cutoff from five hours to just two**, allowing employees to manage last-minute changes effortlessly and creating a more responsive, employee-centric system. Further more, the automation streamlined communication with vendors, resulting in an impressive satisfaction rating of 4.9.

MoveInSync successfully transformed the client’s transportation system into a safer, more efficient, and highly cost-effective operation through these innovative solutions. By embracing automation and real-time tracking, clients now enjoy complete control over their commute operations, empowering them to make informed decisions that prioritize employee safety and satisfaction.



4.9

User Rating



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Conclusion

By partnering with MoveInSync, the client embarked on a transformative journey that not only **streamlined their commute operations** but also **prioritized employee safety** and satisfaction. The shift to an automated, data-driven approach provided them with unprecedented control over their transportation system, allowing for real-time tracking and immediate adjustments.



As no-show rates plummeted and employee satisfaction soared—with a stellar rating of 4.9—the client is now positioned to **maximize their investment in transportation** while ensuring a safe, efficient, and enjoyable commute for all employees. In a world where commuting can often be a source of frustration, MoveInSync has proven that a **smarter, safer commute** is not just possible—it's the new standard.

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