



KRC Logistics and Zoho Creator: Logistics fuelled by low-code



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THE COMPANY

KRC Logistics is a family business started by K. Ramachandran almost 40 years ago. The company started as a transportation services provider, and has slowly evolved into a third-party logistics service provider. They provide services such as cargo transportation, transshipment, vehicle leasing, stock verification, steel cargo transportation, and import & export container handling.

KRC Logistics' clients furnish the purchase order for their supplier, and the company then takes care of the material availability at the supplier's warehouses and coordinates with the site/factory for their requirements.

The company is based in Chennai and provides services all over Tamil Nadu, with deliveries made to the Indian states of Karnataka, Kerala, Andhra Pradesh, Telangana, and Maharashtra.

Mr. Giriraj, the son of the founder, is the current managing director of the company. After completing his master's in information technology from the University of Sydney, Australia, Giriraj returned to India to take care of operations.



THE CHALLENGE

In the beginning, all of KRC Logistics' operations were carried out manually. Then came typewriters, and with the advent of computers, FoxPro was used till Visual Basic replaced it in 2004. MS Excel replaced Visual Basic in 2007, and starting from 2008, MS Access was used. This was the system that was in place till 2016.

THE SOLUTION

Transportation and logistics is one of the oldest industries in India, and its business architecture is archaic. The most challenging part in logistics is organizing the business, and to add to it, stakeholders are largely conservative and risk-averse. The big players use enterprise-grade ERP software which is expensive and complicated. In order to compete with them, an MSME (medium and small medium enterprise) organization like KRC Logistics needed a capable SaaS platform. This is because SaaS platforms are much cheaper, easier to use, and more flexible and adaptable, than ERP software.

KRC Logistics' business model is a traditional one, as it's a family business. They didn't want to use unknown software, as that would entail trusting their data with a third-party software provider.

Moreover, a cloud-based model raised many questions with the company's board. They were hesitant to entrust all of their confidential data to a cloud based SaaS platform. However, Giriraj convinced the board to use Zoho Creator by pointing out that:

- i) Zoho is a reputable organization that offers affordable software solutions, industry-leading data privacy practices, and strict adherence to security standards.
- ii) They can store the company's confidential data in Zoho's India-based data centers, which assured data integrity, security, and safety.

After creating a few applications, Giriraj found Zoho Creator to have a simple yet intuitive user interface, and the support team's assistance was impeccable. All these reasons facilitated KRC Logistics' transition to Zoho Creator.



An application for the logistics and transportation business

KRC ERP is the principal application the company developed using Creator, and it's now used by KRC Logistics to run its logistics and transportation operations. It consists of several modules:



Trip-based profit and loss

As a logistics company, KRC Logistics wanted to know their profits and losses for each trip. This feature allows them to gauge their profit/loss margin.



Vehicle-based profit and loss

This feature allows the user to view the profits and losses incurred for each trip by vehicle. Using this feature, it's easy to identify which vehicles are profitable and which aren't.



Driver performance

Drivers are an important stakeholder in any logistics enterprise. This feature of the KRC ERP app allows the user to gauge the performance of each driver, and monitor them to identify bottlenecks in the drivers' performance and resolve them.



Order management

The order management feature tracks each order from when it's placed, to when it's dispatched, to its successful delivery. It even tracks returns.



Expense tracker

This feature allows the user to view the profits and losses incurred for each trip by vehicle. Using this feature, it's easy to identify which vehicles are profitable and which aren't.



Imprest cash system management

KRC Logistics runs on an imprest cash system. Imprest is a fund used by a business for small expenditures, and it's restored to a fixed amount periodically. The KRC ERP app allows management of the imprest cash system on which the enterprise functions.



Vehicle maintenance

This module facilitates the tracking of vehicle maintenance, making fleet management a seamless effort.



Route analysis

The routes taken by the fleet are tracked by this module, which enables app users to analyze which routes are profitable and which aren't.

An application to manage Giriraj's wedding hall business

Fuelled by the success of the KRC ERP app built on Zoho Creator, Giriraj went and built an application for his secondary business—a wedding hall—called **KRC Grande**.



This is the best part:
every single operation in my business comes under my scanner. Using my Creator app's dashboard, I'm able to monitor what's happening in another state or city simply by being in Chennai. This is what any business owner would like to know.



Giriraj Ramachandran

Managing Director - KRC Logistics Pvt Ltd



BENEFITS & ROI

Using the apps built on Creator, Giriraj was able to make every individual employee of the organization accountable and responsible for their work.

The user-friendliness of KRC Logistic's Creator apps made implementation much easier on the company. Rather than having to hire extra IT staff to build and maintain the apps, and assist employees in their use, Giriraj was able to get everyone on board with minimal training.

KRC ERP brought complete transparency to the operations at KRC Logistics, and every employee is now accountable for their actions.

Auto-scalability, a unique selling point (USP) of Creator, allows Giriraj to run his logistics operations with any number of personnel and vehicles, be it 5 or 500.

Stakeholders are amazed at the customizability of their Creator apps. Giriraj was able to customize his operations based on each individual client's requirements, and any data they require is made available to them instantly.

KRC Logistics has benefited greatly by using Zoho Creator. Before harnessing Zoho Creator, the company was operating with a maximum of 10 vehicles on the roster till 2013. 20% of operations were conducted with their own vehicles and the remaining 80% of operations were conducted with hired vehicles.

Using Zoho Creator made fleet management much easier via the vehicle monitoring features of the app. Now the company has scaled up to owning 24 vehicles in the Chennai region alone, and a total of 44 vehicles in all regions. Now 100% of the company's operations are conducted with the company's own vehicles.

Taking on the heavyweights



Creator allows KRC Logistics to compete with the big players in the logistics industry.

Giriraj Ramachandran

Managing Director - KRC Logistics Pvt Ltd



This is possible because:

- i) The management features provided by the Creator app allows the company to easily maintain a large fleet.

- ii) The app has also reduced the need for HR personnel. Where big players hire multiple people to do similar jobs, the same is accomplished at KRC Logistics with half the number of employees, owing to the efficacy of the app.
- iii) Vehicle maintenance costs have been reduced due to the spare parts life-cycle-tracking functionality of the Creator app.
- iv) The simple yet highly capable Human Resource Management modules of the Creator app allows KRC Logistics to compete with professional-grade ERP solutions.

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The Creator app has given us the confidence to scale our business to the next dimension.

Giriraj Ramachandran

Managing Director - KRC Logistics Pvt Ltd

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www.zoho.com/creator

We'd love to talk! Reach out to us:
hello@zohocreator.com