

# CASE STUDY · TMI Group

INDUSTRY · Distribution



## AT A GLANCE

### Client

TMI Integrated Logistics and Road Air Logistics companies are part of the Netherlands-based TMI Group, a holding company that offers integrated logistics services.

### Challenge

To streamline its IT environment to facilitate group-wide systems standardization, enabling the production of personalized customer documents to enhance customer loyalty.

### Solution

StreamServe *Distribution* transforms customer and logistics data into personalized documents without modifying the company's underlying systems.

### Results

Improved customer service due to timely document delivery throughout the supply chain, and enhanced support for marketing initiatives by being able to insert dynamic, personalized, targeted messages into customer documents.

## Logistics firm drives superior customer service by using StreamServe *Distribution*

Now, more than ever, customers expect efficient fulfilment of specific requirements. They expect suppliers to know who they are and to prove it by delivering products or services that meet customers' demands. If they don't, then customers will probably take their business elsewhere. This is especially true for logistic services providers such as the Netherlands-based TMI Integrated Logistics and Road Air Logistics companies.

Both companies are part of the TMI Group, a holding company with 1,000 employees. The TMI Group has come far in its corporate-wide efforts to streamline IT processes. For example, it implemented a standardized logistics system that significantly improves inventory and order management. Ongoing improvement of the IT environment enhances internal efficiency and improves delivery execution.

### Demonstrating knowledge of customers' operations

To provide even better customer service and to ensure that TMI companies have a good handle on what is going on with their operations, TMI executives concluded that their current document processes needed to be seriously upgraded to an Enterprise Document Presentment (EDP) solution.

"Our existing system wasn't flexible enough," says Bas den Boer, account manager at TMI ICT Services. "Every time we needed to make a change to a document template, it took far too much time."

Consequently, the TMI Logistics and Road Air Logistics companies risked the loss of business because it took too long to process standard, outgoing documents and did not demonstrate to customers that the TMI companies really understood their operations and special needs. So the TMI companies turned to StreamServe *Distribution*<sup>™</sup> to enable more efficient communication with their customers and suppliers.

### Improving logistics efficiency

With StreamServe *Distribution*, logistics companies can bridge existing IT systems without modifying them. StreamServe automatically collects and displays data necessary for efficiently creating and delivering enterprise documents that are critical to logistics companies, including pick lists, inventory labels, bills of lading, and invoices. As a result, TMI Logistics and Road Air Logistics can provide timely, secure service.

“We found that StreamServe-enabled customer service enhancements also attract new customers.”

— Kees Driessen, managing director  
TMI ICT Services

“Business-critical functions are built into StreamServe *Distribution*,” says Mr. den Boer. “For example, document output used to be mainly run in batches. We printed all packing lists in a single batch for all clients. After that, we had to match the right packing list with the right package.

“Now we just scan bar codes on packages, and the StreamServe application automatically ensures that the correct list is immediately displayed. This improved process enables us to save an enormous amount of time while lowering our labor costs.”

#### **Personalizing communication with customers**

For TMI, the time-consuming, document template coding process is now a thing of the past. Now TMI companies are able to efficiently create individualized, non-standard documents that require no complex coding.

“Now we can personalize communication by providing customers with flawless product logistics,” says Kees Driessen, managing director at TMI ICT Services. “This is a significant factor in boosting the level of customer loyalty.”

Tailored information—based on demographics—appeals to customers and is possible thanks to personalization capabilities enabled via multi-language and customization functions.

“We found that StreamServe-enabled customer service enhancements also attract new customers,” says Driessen. “This is crucial for logistics companies such as TMI Integrated Logistics and Road Air Logistics. As a result, we plan to expand the StreamServe *Distribution* implementation within the TMI Group.”

#### **To find out more**

Visit [www.streamserve.com](http://www.streamserve.com)  
Email [info@streamserve.com](mailto:info@streamserve.com)  
Call (USA) +1 781 863 1510  
(Europe) +44 (0) 207 681 6260  
(EMEA) +46 (8) 686 85 00

