

CASE STUDY

Enabling Customer Service and Operational Efficiency Secures Growth at Metro Park Warehouses

This case study explores how Metro Park Warehouses Inc. leveraged Briefli.ai to enhance their customer service capabilities, streamline compliance tracking, and significantly improve operational efficiency. The implementation allowed Metro Park to onboard their largest client, a pasta manufacturer, with a substantial 200,000 square foot footprint, without compromising on service quality.

Challenges

Metro Park Warehouses Inc., a leader in warehousing and logistics, faced significant challenges in maintaining high levels of customer service while managing the complexities of inbound shipments and regulatory compliance. The manual processes required for data entry were time-consuming and detracted from their ability to focus on client needs.

- **Manual Data Entry:** The process was labor-intensive, requiring up to 20 minutes per receipt, leading to delays that impacted customer service.
- **Time for Client Interaction:** The high demand on supervisors' and CSRs' time for data entry reduced their availability to engage with and support clients effectively.
- **Client Onboarding:** The prospect of onboarding a major client, a pasta manufacturer with a 200,000 square foot footprint, required a solution that would allow Metro Park to scale their operations without compromising service quality.

KEY TAKEAWAYS

- ➔ **Time Reallocation:**
Streamlined data entry processes gave supervisors and CSRs (Customer Service Representatives) more time to focus on customer service, enhancing client satisfaction.
- ➔ **Operational Efficiency:**
Decreased truck unloading time by 30%, ensuring faster processing and improved service delivery.
- ➔ **Improved Accuracy:**
Enhanced data accuracy reduced inventory discrepancies by 15%, contributing to reliable service for clients.
- ➔ **Client Onboarding:** Enabled Metro Park to seamlessly onboard their largest client, a pasta manufacturer, comprising a 200,000 square foot footprint, without needing additional staff.



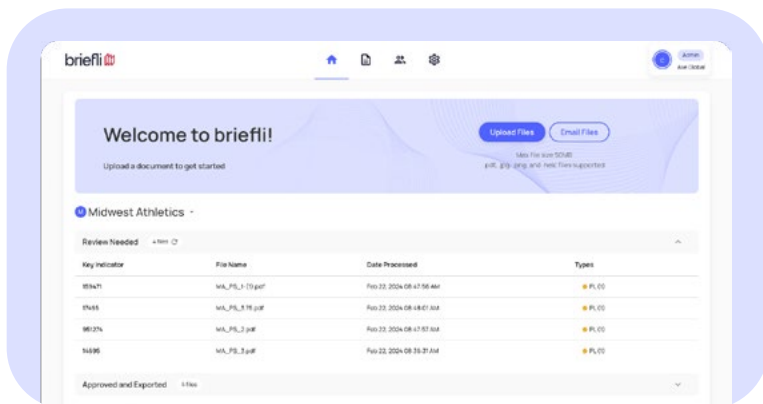
30%

Decrease in Truck Unloading Time



15%

Decrease in inventory discrepancies



SOLUTION

Metro Park implemented Briefli.ai to automate and streamline their data entry processes, allowing the team to redirect their focus to enhancing customer service and efficiently managing a larger client base.

The solution was tailored to:



Automated Data Capture

Briefli.ai enabled automatic extraction of critical data, significantly reducing the time spent on manual data entry. This allowed supervisors and CSRs to spend more time on customer-facing activities.



Improved Workflow Efficiency

The system allowed faster processing of shipments, ensuring that customer needs were met promptly, which is crucial for maintaining high levels of client satisfaction.



Scalable Operations

The automation provided by Briefli.ai enabled Metro Park to onboard their largest client without requiring additional staff, thereby maintaining service quality while expanding their operations.

Outcome

Time Reallocation to Customer Service

Data entry processes automation gave back critical time to Metro Park's supervisors and CSRs. This reallocation of time allowed them to focus more on customer service, directly contributing to higher client satisfaction. Supervisors were able to engage more with clients and manage real-time issues on the warehouse floor, ensuring a responsive and client-focused operation.

Efficient Client Onboarding

With Briefli.ai, Metro Park successfully onboarded their largest client—a pasta manufacturer with a 200,000 square foot footprint—without increasing their workforce. The automation ensured that Metro Park could manage the additional workload while maintaining their high standards of service. This ability to scale operations efficiently is a testament to the flexibility and impact of the Briefli.ai system.

Improved Operational Accuracy

The precise data capture provided by Briefli.ai reduced the risk of errors that can arise from manual entry. This accuracy was crucial in maintaining reliable inventory records and meeting the stringent compliance requirements expected by Metro Park's clients. The 15% reduction in inventory discrepancies further supported Metro Park's commitment to delivering consistent, high-quality service.

Enhanced Workflow Efficiency

The system reduced truck unloading times by 30%, enabling faster processing and increased throughput. This efficiency ensured that Metro Park could meet tight deadlines and provide timely service, which is vital for client satisfaction and operational success.



“Briefli.ai has transformed our operations, particularly in how we serve our clients. What once took hours now takes minutes, giving our team more time to focus on what truly matters—delivering excellent service to our customers. The system’s accuracy has also dramatically reduced the risk of errors, which has been a game-changer for our compliance and inventory management.”

Dezaray Asbury

Technology Integration Manager,
Metro Park Warehouses Inc.



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IN SUMMARY

Metro Park Warehouses Inc. successfully used Briefli.ai to improve customer service and operational efficiency, allowing them to onboard a major new client without compromising service quality.

The case study underscores how automation can not only streamline operations but also enhance a company’s ability to serve its clients more effectively.