



Shiftco

Simplifying your logistics needs with a personal approach

In the last few years, e-commerce companies have been doing a lot of business. The backbone behind this boost in digital economy is logistic solutions industry. Since e-commerce companies have made inroads into the Internet world, many other sectors have also been contributing to the national economy. Meeting customer demand and providing better service is one of the most important benefits of working with a trustworthy logistics services provider.

Today, businesses need a comprehensive logistics services provider to speed up their operations and growth after pandemic in 2020. In this scenario, Shiftco, one of the leading logistics solutions company in India is making hard and smart efforts to provide their clients top notch services and empower them.

In a talk with Mr Gopi Nair, CEO at the company, we discussed the current industry scenario and how Shiftco is transgryfing its clients businesses.

• **Brief us about the company.**

We are a full service logistics solutions company. With each load we move, comes our guarantee of satisfaction. Shiftco's vast network of partner carriers provides flexibility as well as countless options to help meet our client's specific shipping needs. Our capabilities also allow us to ship both domestically and internationally.

• **What were the initial challenges you faced?**

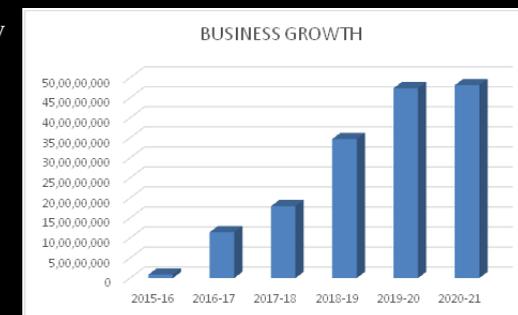
Cutting transportation costs makes the top of the list as far as the initial challenges we faced in the logistics industry. Some other obvious points make the list as well, but perhaps the most important and at times challenging concern is the need for greater innovations and technology advances while remaining budget-conscious.

• **Which was that point that triggered the growth of the company?**

The advent of technology in the logistics industry has spelled loads

of progress in the operations and various systems. Technology such as artificial intelligence, machine learning and the internet of things are meant to move the foundations of traditional and old-school logistics operations in the country.

How have the company graphs changed since the foundation? Can you share a few statistics?



• **What is the reason behind your company's long-standing success?**

The first reason is our concise and clear mission and vision that is essential to make our business successful. The second reason is the culture of our company is inspiring for our employees as well as management. Lastly, one of the reasons behind our company's long-standing success is that we reach consumers first. We have the best access to customers through our marketing team.

• **What are the services the company focuses on? How are your services different from those in the market?**

When it comes to Air freight, sea freight, road freight, warehousing & distribution and other host of services, Shiftco has you covered. Shiftco provides storage solutions for all fulfillment and packing

needs. An established freight forwarder, Shiftco provides quality assured freight services for its fulfillment and packing clients, overseeing entire processes by air, road and sea.

• **How do you decide to take the company a step further in terms of your services?**

Efficient management is the key to success, especially in supply chain management. There are various factors involved in effective logistics management, for example, automation and perfect coordination. But, there is always a scope for improving the process. At the same time, the planning should aim at maximizing the profits. In the age of automation, technology plays a major role in increasing the efficiency of an organization. Automation has a vital role in the business process optimization. There is valuable software that can be deployed in the logistics process to take a step further in terms of our products and services.

• **According to you, how has the Covid-19 changed the ways of business processes and how one should adopt these changes?**

Logistics firms such as ours, which are involved in the movement, storage, and flow of goods, have been directly affected by the COVID-19 pandemic. As an integral part of value chains, both within and across international borders, logistics firms facilitate trade and commerce and help businesses get their products to customers. Supply chain disruptions to the sector caused by the pandemic could, therefore, impact competitiveness, economic



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growth, and job creation. Supply chains are impacted, and leaders must make rapid, highly-informed decisions to protect and support their people and ensure that critical business operations support the immediate and longer term societal needs.

• Can you please brief us about your professional experience?

I am an organized and detail-oriented Logistics Specialist with several years of experience ensuring streamlined operations by carefully managing equipment and materials, shipment schedules and inventory.

• What are the key achievements of your entrepreneurial journey?

Creating Opportunities and career path to Young generation. Added few Key Global customers with TOP OEM in to business globally

to serve with high demand services. Reached in to Fastest Growing logistics Company in India with quick turn around time. Recognized Most Valuable CEO in India account of Shipping & Logistics Domain. Keep building team with committed quality service level to our key global customers and Overseas Networks.

• How do you look after your employees? What makes your team unique?

Our employees feel valued and appreciated by our leadership team and they are infinitely more likely to go above and beyond for the company and hold themselves accountable for their part of a project. Most importantly, we make our employees feel happier in their roles. We spare no efforts in connecting with our employees, thus we maintain a strong rapport with our dedicated, long-term team,

this makes our team unique.

• Is there any special experience with your clients you would like to highlight?

Customer experience is truly challenging. It all begins with understanding what customers need and what they could find value from that has not occurred to them yet. Logistics providers can no longer afford to ignore these requirements. For years, good and bad players were determined by their operational excellence. A Customer First Culture is a foundational component of the customer experience. It is that ingredient that everything else is built upon at Shiftco, and without it, there is no chance of getting it right. Each and every client has been an experience for us and we have been building on the goodwill we have gained from the clients.

AJITH KUMAR,
DIRECTOR



M.MANIKANDAN,
VICE PRESIDENT



• Please share your thoughts on what businesses should do to be relevant in the market race after COVID19 outbreak.

Hit by the Covid-19 slump followed by social distancing and a nationwide lockdown, businesses are experiencing major impacts no matter how established they are and are having to re-look at how they manage and operate their business including re-visitation of their business plan. It has become challenging for most businesses to keep their financial wheels turning during the lockdown period due to less revenue churn and the general uncertainty in the global financial environment. Besides, communicating transparently with customers, maintaining healthy relationship with contracted parties, keeping your team engaged and communication to stakeholders would help businesses be relevant in the market race after the pandemic.

• Whose business story do you find the most inspiring?

We shape the world of logistics with a strong determination to connect people and goods through innovative and sustainable logistics solutions. Every day, we go above and beyond to meet the needs of our customers. By anticipating challenges and applying our visionary mindset, we advance global trade and bring communities together. All quality supply chain management company's business story keeps inspiring me.

• Constant vigilance- a need or a strategy? Please share your views.

The message is clear. Organizations cannot afford to over-focus on the latest threat trends or attack vectors. Instead, as shown with the rise in the targeting of publicly facing edge services, organizations must adopt a holistic approach to

securing their distributed networked environment that enables them to see and manage their entire distributed network, including all attack vectors, through a single pane of glass. And it requires having a clear understanding of issues from the past and then mending those fences to prepare for the new threats based on them looming just over the horizon. Thus constant vigilance is a need.

• It's a rat-race out there. How do you cope with that?

The best way to cope the rat-race out there is to simply follow the most frequented path. To succeed, we must simply work until we die or until an employer or government program affords us a standard of living that enables us to make ends meet without further paid work. 