



**ZELLER+GMELIN**



**Track and Trace with Wackler**

***EXPERTLY DONE.***

# Current Challenge

- + No traceability of the shipping status at Wackler
- + especially problematic for all shipments of ZG which are sent directly to the customer on behalf of the partners
- + The shipments can only be traced with a high effort of our sales department
- + This leads to information gaps towards the partners and customers

# Solution

- + Automated track and trace of shipments for both, partners and customers, via the „customer tracking link“ of Wackler
- + This enables any interested party to look up the current status of any shipment by clicking on a tracking link
- + The implementation is planned for 8th of April 2025 (next Navision update)

# Implementation approach

- + The internal sales department assigns an e-mail address to every customer in the navigation box „Empfänger Sendungsverfolgung Wackler“ (= recipient track and trace Wackler)
- + After finalizing a customer order, Wackler generates a tracking link and sends it to the respective e-mail address which can be used to track the shipment status
- + The project starts with all partners in Benelux and Poland
- + Hungary and Bulgaria are added as well for INK division
- + After a successful starting period, an onboarding of all countries, partners and customers is possible



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**Thank you for your attention**