

Case Study

Courier Post Logistics Ltd

Delivery Partner

VEC

Background

Courier Post Logistics Ltd (CPL) provide freight logistics solutions across the UK and Europe through their bespoke network of trusted partners, including Moffet and Hiab Vehicles, to flawlessly integrate with client operations to deliver efficient results. With over two decades of experience, Courier Post Logistics aim to solve client logistic requirements, leading the company to hold a strong reputation and service, trusted by thousands of businesses to store and deliver their products efficiently.

Challenge

CPL recently developed a new app called 'Space Ninja' that strives to offer a revolutionary customer experience for storing pallets securely whilst eliminating the dominating broker-driven model, enabling the company to provide disruptive prices.

CPL was interested in how emerging technologies such as AI could further enhance the app and the methodology for storing and analysing data, developing a more effective reporting method to support decision-making for continuous improvements.

Solution

The VEC (Virtual Engineering Centre) conducted a thorough evaluation to determine the feasibility of implementing advanced technologies for capturing and utilising back-end data generated from both the CPL website and the new app.

This assessment analysed the current data collection processes, identified gaps and opportunities for improvement, and explored innovative solutions to enhance data capture and usage.

The goal was to uncover areas where technological advancements can streamline operations, provide deeper insights, and ultimately improve overall efficiency and effectiveness in data management.

Considering existing approaches to pallet location transactions, the VEC investigated how they could best translate the warehouse data into AI software and analytical tools to support the quick matchmaking of clients to specific pallet spaces. The VEC technical teams developed a prototype AI model as part of a working proof of concept for demonstrating how AI matched with the Space Ninja app can create a viable alternative to relying on brokers and additional third parties.

The VEC delivered a Knowledge Exchange workshop, where the specialist engineers showcased how the new technology could better support the app and its users and how CPL can manage this in-house for continuous improvement. The VEC also developed a pathway for CPL to demonstrate recommendations for further development of the tools using potential internal and external funding sources.

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Impact

The project will streamline the CPL operations and significantly optimise and improve their customer experience. The usage of AI will aid in creating a shorter, more cost-effective and efficient process for all, using real-time data on a large scale.

CPL is excited to unveil a groundbreaking solution that is entirely unique to the market, one no other courier company can provide. This solution will enhance competitiveness, showcase unique capabilities for advancing the industry, and expand the opportunities for future development and funding.

This project has not only supported the upskilling of existing staff whilst offering the potential for new roles involving AI and data analytics but can afford CPL the opportunity to introduce cutting-edge technologies, including blockchain for accelerating the app even further.

Since this collaboration began, CPL initially had 20 businesses signed up to the Space Ninja platform. Within just a few weeks, this quickly accelerated to 100 network members indicating a very strong trajectory forecast and demonstrating that the logistics industry has a thirst for technological change which Space Ninjas is more than capable of delivering. Global organisations such as DHL, Rhenus and data management experts Iron Mountain are just some of the forward-thinking logistics companies who are leaning into Space Ninja's game changing platform.

CPL is currently exploring their funding strategies to facilitate significant growth. They aim to penetrate the European and North American markets, which will help CPL gain global recognition and support a much larger audience.

"The support we have received from the VEC has been phenomenal. We identified a gap in the market, but we significantly underestimated the overwhelming demand at first. In a competitive landscape where timing and deadlines are crucial, our collaboration with the VEC has been essential in allowing us to confidently introduce something entirely new, not just to the local or regional market but also positioning us as disruptors on a global scale.

We are continuing our collaboration with the VEC as we aim to transform our business and operations. Our commitment remains on providing something distinctive from various perspectives while meeting the needs of our clients."

- Steve Price, Co-Founder Space Ninja Technologies Ltd