

More and more companies are integrating ONE TRACK® into their online shop or internet presence

Companies including Ingram Micro, Tech Data and zooplus use the ONE TRACK cloud solution from EURO-LOG. ONE TRACK can be used to support customers throughout the purchase process, from placement of the order through to delivery, and to evaluate the performance of service providers.

Hallbergmoos-Munich, 19 March 2015 – The ONE TRACK solution from IT service provider EURO-LOG is increasingly being deployed by companies active in the e-commerce sector. ONE TRACK enables companies to support customers throughout the purchase process, from placement of the order through to delivery, and to provide customers with the information that is relevant to them in real-time. For example, customers can check the status of their delivery independently on the company's own website. The cloud solution can also be used for the long-term management of logistics processes and delivery lead times: ONE TRACK functions as a neutral and reliable service provider evaluation system, flagging up optimisation potential in service provider selections. Alongside Ingram Micro, Tech Data and zooplus, Continental, ElectronicPartner, Balluff and ALSO also use the software.

As the customer can use ONE TRACK to independently check the status of their delivery online and in real-time – and will receive email notifications on the delivery status – the volume of requests made to the customer support team is reduced. This solution can be integrated into the website or web shop of any company using the company's own corporate design. Customers are not passed over to the service provider once the order has been placed – instead, they remain in contact with the seller of the product until the goods are delivered. With this approach, the ONE TRACK solution optimises the customer experience, which in turn strengthens customer loyalty and reduces the drop-off rate from the shop or SAP system website.

As all shipment data is collected in real-time via the central EURO-LOG logistics platform and can be queried at any time via the Track&Trace function in ONE TRACK, customers requiring

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assistance can be provided with information on their shipments and orders without the need for lengthy searches – regardless of which and how many service providers are involved in the delivery process.

In addition to boosting customer service levels, the logistics processes within the company itself also benefit from ONE TRACK. The system provides a transparent insight into the entire transport network – in a completely neutral way and irrespective of the number of service providers used. This function enables the delivery times of all service providers to be monitored in real time using a single central portal. The performance can be evaluated based on clear reports. For example, the service levels achieved by the service providers can be visually displayed on a map, with data provided by postcode zone if required. This information can be used to make service provider selection decisions, enabling online shops, for example, to reduce their delivery times and optimise their delivery rate.

Further information on ONE TRACK can be found on our [website](#).

EURO-LOG AG

For 25 years, EURO-LOG has been providing IT services to shippers and logistics service providers who know that logistics is much more than just transporting goods from A to B. With the help of the EUROLOG SCM PLATFORM, the IT service provider connects all process partners involved in real time, creates a transparent supply chain to improve cooperation and offers managers maximum control.

The innovative IT solutions, which provide open service interfaces, are ready to use on the EUROLOG SCM PLATFORM: B2B Integration, Procurement Management, Transport Management, ONE TRACK Shipment Tracking, Container Management and Mobile Logistics Solutions. EURO-LOG's solutions are currently used by international customers operating in sectors such as automotive, ecommerce & retail, industry and logistics as well as many others.

EURO-LOG was founded in 1992 as a joint venture by Deutsche Telekom, France Telecom and Digital Equipment. The firm became a "people-owned company" in 1997 and developed into one of the leading providers of IT and process integration. Today, at the head office in Hallbergmoos-Munich with its own computer centres, more than 80 employees provide for transparency in logistic processes with innovative software applications and individual links.

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