

Use Case

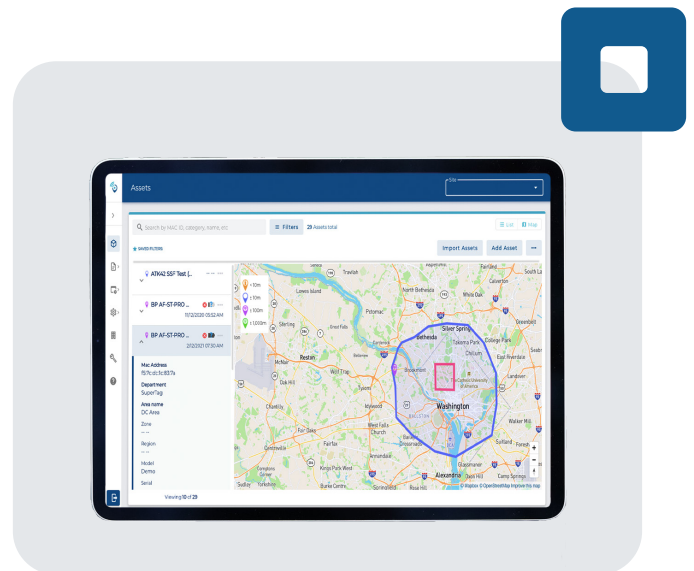
Custody Tracking

Importance of Custody Tracking

Custody tracking bolsters accountability and transparency within logistics operations and safeguards trailers against theft and loss. By meticulously monitoring each step of a product's journey, stakeholders can swiftly identify bottlenecks and optimize processes, ultimately leading to reduced operational costs and enhanced customer satisfaction.

Benefits of Using RTLS for Custody Tracking

Companies should utilize RTLS for custody tracking since it provides real-time location information for your remote assets. The location information provided by an RTLS solution can be used by fleet managers to:



Optimize Routes



Prevent Theft



Improve Asset Utilization



Reduce Costs

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The Challenge

Scenario

A company lacked visibility of the pallets on their trailers. This lack of visibility led to lost pallets and customers not receiving their delivery on time. Continually providing poor customer service led to the company losing customers to competitors. They need a way to solve this problem so they can prevent further loss of customers and reputation.

Key Needs

Visibility of their pallets during the distribution process.

Link Labs Solution

Our solution, AirFinder Everywhere, helped this company gain visibility of their pallets. By using our asset tags to track both the trailer and the individual assets, companies were able to determine which trailer the pallets were on. If they were found on the wrong trailer, they could make the necessary adjustments and get the delivery to the customer on time.

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