



# Chapter: 1

## INTRODUCTION

SEND is brain child of 3 IIT Bombay Alumni who thought there are problems in courier industry that could be and need to be solved by Technology. The Company came into existence in April, 2015.

### **Problem in scene (Pre-Send)**

Let us divide the courier users in two segments. First being individual user who use a courier service not so frequently and the second being business clients like e-commerce, pharmaceutical companies etc. who use courier service on daily basis.

An individual must need to visit a nearby courier store or outlet to drop his shipment (technical term for a parcel is shipment). There is no courier agency in the country (Except Government run India Post) that can deliver to any Pin Code of India. India has nearly 1.5 lakh in codes. India Post service is not up to the mark and is not the fastest too. In this case, all the business clients that use courier service- get tied up with different courier services like FedEx, Blue Dart, Aramex, DTDC, UPS etc. For tracking of their shipment, they need to take care of different panels of respective services. In General, the customer care service of any courier service is not very user friendly and if a problem arises, multiple follow up is needed to rectify it.

### **USP of Send**

1. On demand service. An individual can book an order using our app and we send a pick up boy to go and get the parcel picked up.
2. Tracking of the order in the app itself
3. Special panel for business, where orders can be created at one place only. It is Send's responsibility to choose correct courier service that serves best on the given pin code and dispatch through it.
4. Tracking of all the shipments on the same panel
5. Free Pickup and packaging of the shipment
6. Packaging with co-branding of the business client
7. Dedicated Customer support team to answer the queries & taking follow ups
8. Serving 100% pin code of the country (Only exception is: COD is not available on some Pin Codes of remote areas)
9. Insurance of the shipment
10. Facility of doing reverse Pick Up

# Chapter 2

## Team Structure

### Central Team

1. Core Team
2. Tech Team
3. Customer support Team
4. Administration Team
5. IT Support Team

### City Team

1. City Head
2. Supply Head
3. Operation Head
4. Business Development Team
5. Warehouse Team
  - a) Warehouse Manager
  - b) Fulfillment Team
  - c) Data Entry Operator
  - d) Packaging
  - e) Pick Up Boys

# Chapter 3

## Work flow

### How an Order is created

#### 1. Individual user

Individual user can place order through 3 sources

- a) Using SENDD Android and iOS mobile app
- b) Through website [www.sendd.co](http://www.sendd.co)
- c) By calling to Customer support team on our number 8080028081

#### 2. Business Client

A business client, before placing an order, need to go through a process. Someone from Business Development team goes to the client, discuss on types of product, our services and negotiate with the rates and if everything goes well, sign up an MOU. After this, we make a user Id and password for that particular business. The business can use this user id and password to sign in our business panel on the url [business.sendd.co](http://business.sendd.co). Over here he can place order, track his order, see his bills, his past order statistics etc. As of now, we are also taking orders on calls and email where a call or mail is sent to Customer support team and they create an order for them.

### Customer Support (CS)

All the orders, individual or business, created by any means, comes first on CS panel. They check :

1. All details are filled correctly
2. From address is such where we can do pick up
3. Time for pick up has been mentioned
4. It is clear that for pick up, we need to send a bike or van

If any of the above things are missing, CS calls up the customer and take appropriate details. Once done with this, the order is **Approved** else it is not approved and the order automatically gets cancelled.

### Warehouse Fulfillment (FF)

All Approved orders reaches warehouse panel and the FF team follows the process of:

1. Allotting orders to pick up boys
2. Receiving shipments in warehouse
3. Packaging and Labeling
4. Dispatching them through appropriate Courier Service

Once the order is dispatched from warehouse, it is task of Customer Support team to monitor the shipment status using **Quality Control Panel** and do all the things needed to get that shipment delivered.

COD remittance to the respective business client is done on **weekly** basis and invoice with shipment charges is raised on **monthly** basis.

# Chapter 4

## Fulfillment Process

### Overview

1. Check the approved orders
2. Allot the order to one pickup boy
3. When shipment reaches the warehouse, see the number of shipments and tally with approved orders
4. Place it in the holding zone. See if the order status is "Picked". If not, do it manually.
5. Shipment goes into data entry.
6. Check whether entry is already done or not
7. If Entry is already done, shipment goes to packaging zone else get the data entry done and then move to packaging zone.
8. After packaging, shipment moves to weighing point.
9. Computer operator person enters the applied weight and create order
10. Shipment moves to printing zone.
11. Computer operator prints the shipping label and invoice
12. Packaging boy collect the printouts and paste it on the shipment
13. Shipment is ready to be dispatched or handed over to the courier guy

### Detailed Analysis

#### 1. Approved orders

Open the URL: [Sendmates.com/admin/login](http://Sendmates.com/admin/login). Every employee have his/her own login ID (drop a mail to [venkush.khede@sendd.co](mailto:venkush.khede@sendd.co) to get your login credentials). Go to business and select order fulfillment .See the screen shot of the same.

The screenshot displays the 'Sendd Admin' interface. The top header shows the date 'Friday, 2nd October 2015' and time '12:36'. The user is logged in as 'Anshul'. The main content area is titled 'Approved business ops' and includes several filters and a table of data.

**Customer support links:** 1525 Not Approved, 5 Approved, 1 cancelled, 10 daily, 1530 Pending orders, Search orders, 32 Unresolved Orders.

**Fulfillment executive link:** 1 Approved business, 1 Alloted business, 2 picked up business, 1530 Pending orders, 22 Picked up orders, 739 Dispatched orders, Search orders, 32 Unresolved Orders.

**Search filters:** Keyword, Username, Daily, Pb, Warehouse, Search, Add approved business op, Save.

**Table of Approved Business Operations:**

Business name	Warehouse	Pickup time	Pb	Assigned pickup time	Status	Pending orders total	Pending orders	Pickedup orders	Dispatched orders	Cs comment	Ff comment
Mansi Designer Studio	1 Q Andheri East	evening		6:20 p.m.	approved	1	0	0	0	bike	

1 - 1 / 1 approved business op

From the above screen shot, note following points :

1. There is one business in the Approved order list
2. Customer Support(CS) team has mentioned a comment “bike” that means a biker can collect the parcel. In other case, it may be Van.
3. Assigned pickup time is 6: 20 pm , i.e at this time pickup should be done. Take the decision in a way that pickup boy reaches on time based on availability of pickup boy and traffic condition
4. Warehouse: Andheri East – It mean this order has to be fulfilled by Andheri warehouse team as pickup location falls under Andheri warehouse zone

## 2. Allotment :

Allotment is the Second step in order fulfillment after we approved order is received. It must be done in the way that a pick up boy can cover all the business or customer in the nearby areas which eventually reduces fuel cost per pickup.

Now how to allot an order? Look at the screenshot of approved order above. There is a column named “pb” with a search button. Once you click on the search button you will get a list of all bikers, from there you can select the pickup boy to whom the order has to be allotted. You can search the name of the pickup boy you want to allot, and then save it, the order is allotted to that pickup boy. See the next screen shot of allotment panel.

sendmates.com/admin/pickupboyapp/pbuser/?\_to\_field=phone&popup=1

**Select pb user**

Keyword

Name	Pincodes pref	Alloted times
Vitthal Mane	400076	<input type="text"/>
Dilip Sharma	400093	<input type="text"/>
venkush	400093	<input type="text"/>
Kansa P (Tempo PickUp)	400093	<input type="text"/>
Sagar Sakpal	400093	<input type="text"/>

Before the pickup boy leaves the warehouse, Warehouse team member has to ensure that the pickup boy is going with his kit and he must be given full address with landmark to avoid unnecessary calls.

The screenshot shows the 'Sendd Admin' interface. The top navigation bar includes a search bar and a breadcrumb trail: Home » Businessapp » Orders. Below the navigation bar, there are two rows of status summary cards. The first row, 'Customer support links', shows: 1521 Not Approved, 30 Approved, 1 cancelled, 10 daily, and 1002 P. The second row, 'Fulfillment executive link', shows: 17 Approved business, 9 Alloted business, 3 picked up business, 1002 Pending orders, and 25 Picked up order. A prominent blue banner reads '15 new business orders (click)'. Below this is a search filter section with fields for Keyword, Business (dropdown), Status (dropdown), Book time (dropdown), and a Search button. The main content area displays a table of business orders.

	Order no	Book time	Business details	Name	Status
<input type="checkbox"/>	13076	Oct. 3, 2015, 1:17 p.m.	Cracknddeal	DINESH KAMMATH	pendin ▼
<input type="checkbox"/>	13075	Oct. 3, 2015, 1:17 p.m.	Kooltopp india sales	jaydeep saini	pendin ▼
<input type="checkbox"/>	13074	Oct. 3, 2015, 1:17 p.m.	Rocketbox	JIGAR ENTERPRISES	pendin ▼
<input type="checkbox"/>	13073	Oct. 3, 2015, 1:17 p.m.	Rocketbox	shree sai ceramall	pendin ▼
<input type="checkbox"/>	13072	Oct. 3, 2015, 1:16 p.m.	Cracknddeal	lokmath	pendin ▼

### 3. Holding area

As the pickup boy reaches warehouse with shipment, we need to ensure that every shipment has an identification may be a barcode or a sticker to avoid confusion. All the shipment should be in our green bags. From here shipment moves to data entry zone. This shipment will be moved by FF team member.

### 4. Data Entry Zone

The screenshot shows the 'Sendd Dashboard' interface. The top navigation bar includes a search bar and a breadcrumb trail: Home » Dashboard. Below the navigation bar, there is a 'Quick-Links' section with five buttons: Customer Orders, Business Orders, Kartrocket Admin, Pincode Delivery List, and Business create Orders.

1. DEO will always have <http://toolbox.sendd.co> open as their home screen



2. Whenever a parcel is arrived in a warehouse Step 1 is to check if an order exist in the panel, to do so click on either of **Customer Order or Business Order tab** depending upon the type of order.
3. It will open the below given windows

The screenshot shows the Sendd Admin interface. The top header displays the date and time: Saturday, 3rd October 2015, 14:04. The sidebar on the left contains navigation links: Home, Business, Customer, Quality Control, and Zipcode. The main content area is titled 'Home » Businessapp » Orders'. It features several status filters: 'Customer support links' (1519 Not Approved, 33 Approved, 1 cancelled, 10 daily) and 'Fulfillment executive link' (20 Approved business, 9 Alloted business, 3 picked up business, 1008 Pending orders, 44 Pick). Below these filters is a search bar with a text input field containing 'SE78974072', a dropdown menu for 'Business', and buttons for 'Status', 'Book time', and 'Search'. The search results show '1 result' and a link to '11704 total'. A table below the search bar lists orders with columns: Order no, Book time, Business details, Name, and Status. The table contains one row with the following data: Order no: 13028, Book time: Oct. 3, 2015, 10:49 a.m., Business details: Crajs, Name: Gagandeep Sethi, and Status: picked. At the bottom of the table, there are buttons for 'Delete selected orders' and 'CSV Export', and a status indicator '0 of 1 selected'.

- a) **For Business orders** (After clicking Business orders tab in Step 1)  
Click in **keyword tab** and scan the barcode, if the barcode is mapped to the existing order it will show the order as **pickedup** status.
- b) **For Customer order** (After clicking the Customer tab in Step 1 ) - follow the same process

**Note** - If an order does not show up in both the cases please search it manually by business and consignee name, there can be an exception case that pickup boy has not processed it but order still exists in the system.

4. If the order is not found the panel, click on **Business create Orders tab**, to create new order. It will open a new window.



## Create Order

Scan Barcode

OR

Type Company Name

Create Order

5. Scan the barcode attached with parcel in **Scan Barcode field**, it should open a new screen to create order for that particular business.
- Note** - In case bar code is not attached with the parcel type in the business name, select it and click on create order
6. Fill in the details of every field. Please note:
- Please fill in the details correctly as given by business
  - Whenever a ZIP Code is entered, if COD is not serviceable “**Note: COD unavailable for this PIN code**” is shown at the bottom of Zipcode field. If the shipment is COD please inform FF/WM else proceed with order creation.
  - If the parcel is document please click on Fill document data tab in the bottom, it will automatically fill the details.
  - If there are multiple shipment at same address please click on Add More Parcels, fill in the details along with new barcode value.

Sendd - Google Chrome

order.sendmates.com/business/create-order-new.php?barcode=&username=criconia&business\_name=criconia

sendd

YOUR LOGO HERE

Change Logo

Your Orders

Create an Order

Billing

Rate Chart

sendd  
anything. anywhere.

CHECK BUSINESS NAME: criconia

Business Name \*  
criconia

Reference ID  
1234

Address Line 1 \*  
44 New Saraswati Nagar

Phone Number \*  
9757417688

ZIP Code \*  
451001

State \*  
MADHYA PRADESH

Payment Method \*  
Free Shipping

Name \*  
Venkush Khede

Address Line 2 \*  
Sanawad road Khargone

Email  
venkushkhede@gmail.com

City \*  
West Nimar

Country \*  
India

Shipping Method \*  
Bulk

Parcel Information

Items in Parcel *	Barcode (Optional)	SKU	Quantity *	Unit Price *	Total Price *	Total Weight*
Glass	SE12345678	Optional	1	200	200	2

Add More Parcels

Fill Document Data

Place Order

7. After creating order please change order status to picked up.

If there is bulk order creation with excel file available for the same business, please ask warehouse manager to contact tech team if we can upload the file to create orders.

8. **For bulk orders where the barcodes are printed in the invoice or attached by business on the shipments. In such cases DEO should just scan the barcode and change the order status to picked up. For example Soul store, Redwolf etc.**

## 5. Packaging

As it is our USP , so we have to be very savvy in this zone. We need to take utmost care in case of fragile material , use bubble wrap , shrink wrap , make boxes if necessary. Use pod bags with common sense (size) , if its document try to put them in envelopes rather than using pod bags.

### Error cases

After packaging how will you identify a product ? Let's say you have 5 product of same client , you have packed it now how would you distinguish it ? so it's better write from and to on the packet.

## 6. weighing point :

Check the weight of the shipment with weighing machine also check the volumetric weight in case the shipment size seems big.

Products									
Product info	Name	Quantity	Price *	Weight	Applied weight	Is document	Generate order	Fedex	Delete?
Name:Document Quantity:1 SKU: Price:5.0 tracking_no:B148393B54 kartrocket_order:None Mapped_tracking_no:None statusP company:None Shipping cost:0.0 Cod cost:0.0 BARCODE:None	Document	1	5.0	0.0		<input type="checkbox"/>	item_weight not set	Enter applied weight	<input type="checkbox"/>

With the help of barcode scanner, computer operator person scan a shipment then he has to fill the applied weight correctly. For order creation, follow the “Courier Selection Flow Chart”

**Note:** If the item is document, please check “is document” option and save. This helps you to overcome the restriction of state, because there is no restriction to documents in any state.

## 7. printing :

As in this zone invoice and shipping label are printed. So you need to take care that it is printed and prints are attached on the right shipment. Again with the help of barcode scanner identify the shipment, take printout and handover it to packaging guy to attach it on the shipment.

**Note:** When number of order is high, merge weighing and printing zone. In other words, single person will add weight, create order and print the labels. And you have two zones doing the same thing hence faster.

## 8. Labeling

CHIEF OF POLICE, 00000001  
EPS Head Office  
C/O Police  
Chennai  
Chennai, Tamil Nadu  
Kanchipuram, TN 600044

Ship Date: 01 OCT 15  
AIRTEL, 01 OCT 15  
C/O: 100 A, GST ROAD CHROMPET  
CHENNAI

ENVIAT: 9840470194

TO Deepam Hospital Limited  
no 107 a , gst road chrompet  
chennai

Kanchipuram, TN 600044

(IN)

**FedEx**  
Express

03 MAAA

PKG TYPE: CUSTOMER

TRK 7814 3370 2832 Form 647

PRIORITY OVERNIGHT

REF: SM DT - Sender  
DESC: Documents

SHIP: VATICOSTIS  
PRIORITY: VATICOSTIS  
INVOICE VALUE: 10.00 INR

CHIEF OF POLICE, 00000001  
EPS Head Office  
C/O Police  
Chennai  
Chennai, Tamil Nadu  
Kanchipuram, TN 600044

Ship Date: 01 OCT 15  
AIRTEL, 01 OCT 15  
C/O: 100 A, GST ROAD CHROMPET  
CHENNAI

ENVIAT: 9840470194

TO Deepam Hospital Limited  
no 107 a , gst road chrompet  
chennai

Kanchipuram, TN 600044

(IN)

**FedEx**  
Express

03 MAAA

PKG TYPE: CUSTOMER

TRK 7814 3370 2832 Form 647

PRIORITY OVERNIGHT

REF: SM DT - Sender  
DESC: Documents

SHIP: VATICOSTIS  
PRIORITY: VATICOSTIS  
INVOICE VALUE: 10.00 INR

The above two pages has to be attached with the parcel.

CHIEF OF POLICE, 00000001  
EPS Head Office  
C/O Police  
Chennai  
Chennai, Tamil Nadu  
Kanchipuram, TN 600044

Ship Date: 01 OCT 15  
AIRTEL, 01 OCT 15  
C/O: 100 A, GST ROAD CHROMPET  
CHENNAI

ENVIAT: 9840470194

TO Deepam Hospital Limited  
no 107 a , gst road chrompet  
chennai

Kanchipuram, TN 600044

(IN)

**FedEx**  
Express

03 MAAA

PKG TYPE: CUSTOMER

TRK 7814 3370 2832 Form 647

PRIORITY OVERNIGHT

REF: SM DT - Sender  
DESC: Documents

SHIP: VATICOSTIS  
PRIORITY: VATICOSTIS  
INVOICE VALUE: 10.00 INR

This invoice must be completed in English.

Commercial Invoice Page 1 of 1

EXPORTER:  
You are:  
Company Name: EPS Head Office  
Company Address: C/O Police, Chennai, Tamil Nadu  
Company Telephone: 0800000001

Import Date:  
01 OCT 2015

Invoice No.: 781433702832

Payment Terms:  
Not Sold

Country of Origin:  
INDIA

Country of Destination:  
INDIA

Product Name:  
Documents

Weight:  
1.00 KG

Volume:  
0.00 CBM

Value:  
10.00 INR

Incoterms:  
EXW

Signature:  
Kanchipuram, TN 600044

No. of Packages	Weight	Volume	Value	Insurance	Freight	Handling	Other	Total
1	1.00	0.00	10.00	0.00	0.00	0.00	0.00	10.00

Total: 10.00 INR

Signature: / Title: / Date:

The above two has to be stapled and should be handed to fedex guy.

## Error cases

1. If there are more than one boxes to be sent on same address then there is a possibility that same shipping label is printed twice , so take care of this while giving prints.
2. Match the weight on the shipping label with the weight written on the box then paste it coz sometimes it might happen there are more than 1 box and you have interchanged the weight.

## **Chapter 5**

### **Warehouse Manager Tasks**

1. Ensure everyday login of FF Panel sharp at 10:00 AM
2. Ensure FF and DEOs on the floor have their required login IDs.
3. Ensure No one is using someone else's ID for ANY PURPOSE
4. Replying all the mails directed to warehouse with TAT of maximum 15 minutes
5. Ensure all the packaging and other required materials are there on the floor
6. Handling Petty cash
7. Maintaining attendance of entire Warehouse Team
8. Updating Tracking ID within 12 hours of receiving the hard copy
9. Ensuring that all the parcels that is received by warehouse is dispatched at the EOD
10. Personally looking at all International Shipments and checking the documents
11. Random observation of the following everyday:
  - a) Data entry of 5 shipments per DEO
  - b) Weight Input of 5 shipments per DEO
  - c) Label printing of 5 shipments per DEO
  - d) Packaging of 5 shipments per Packaging boy
  - e) Receiving of 5 shipments in the warehouse and checking the process
  - f) Checking 10 shipments when it is ready to be given to the courier guy
12. Conducting Team Meet every Saturday at the EOD and mailing the minutes to the core team.
13. Ensure return products are taken care of
14. Have details of all the nearby courier services
15. Ensure exception cases are dropped to one or other courier agents if needed
16. In case of delay, get the shipment dropped at FedEx
17. Ensuring division of work in case Fulfillment team has more than 1 member
18. Training of new member in the team

## Chapter 6

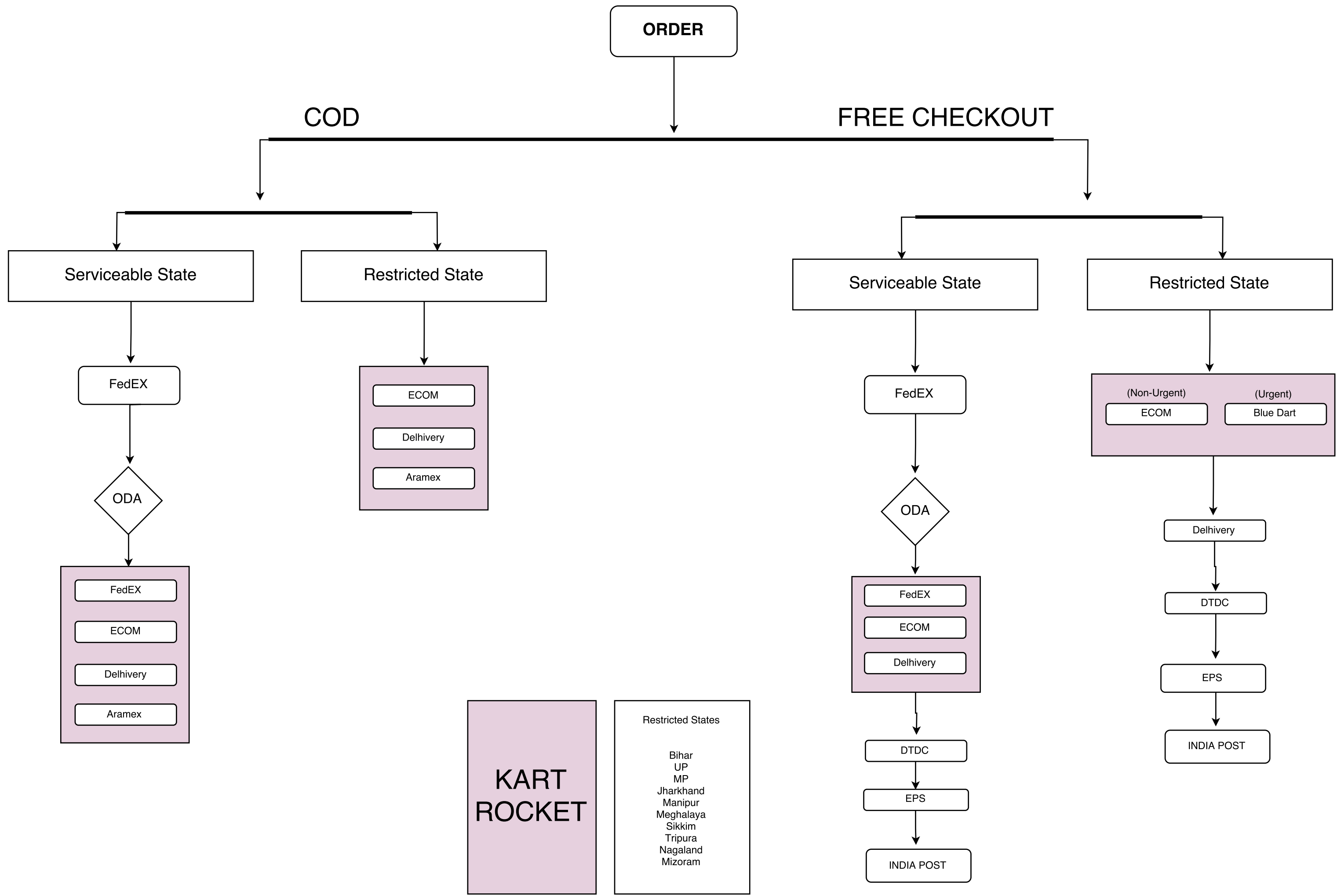
### Fulfillment Team task

1. Login FF panel sharp at 10:00 AM
2. Keep the panel open till the last order is dispatched from warehouse
3. Panel is not left unattended for more than 2 minutes
4. Keep Email ID opened
5. No email is left unread for 5 minutes
6. Allotment of approved orders to pick up boys
7. Keep checking the panel and ensure pickup is done at right time
8. Assisting pick up boys in any unforeseen situation
9. Receiving shipments from pickup boys
10. Ensuring zero backlogs in any zone of the floor
11. Looking after packaging, labeling, printing and other process
12. Getting sheet entry of returned shipment and do the further needful
13. Getting shipments dropped to other courier services like India Post etc
14. In case of delay, dropping the shipments to FedEx
15. Counting the number of labels and number of shipments before dispatch from warehouse
16. Informing warehouse manager in case where coordination with Central Team is needed.
17. Random observation of the following everyday:
  - g) Data entry of 5 shipments per DEO
  - h) Weight Input of 5 shipments per DEO
  - i) Label printing of 5 shipments per DEO
  - j) Packaging of 5 shipments per Packaging boy
  - k) Receiving of 5 shipments in the warehouse and checking the process
  - l) Checking 10 shipments when it is ready to be given to the courier guy

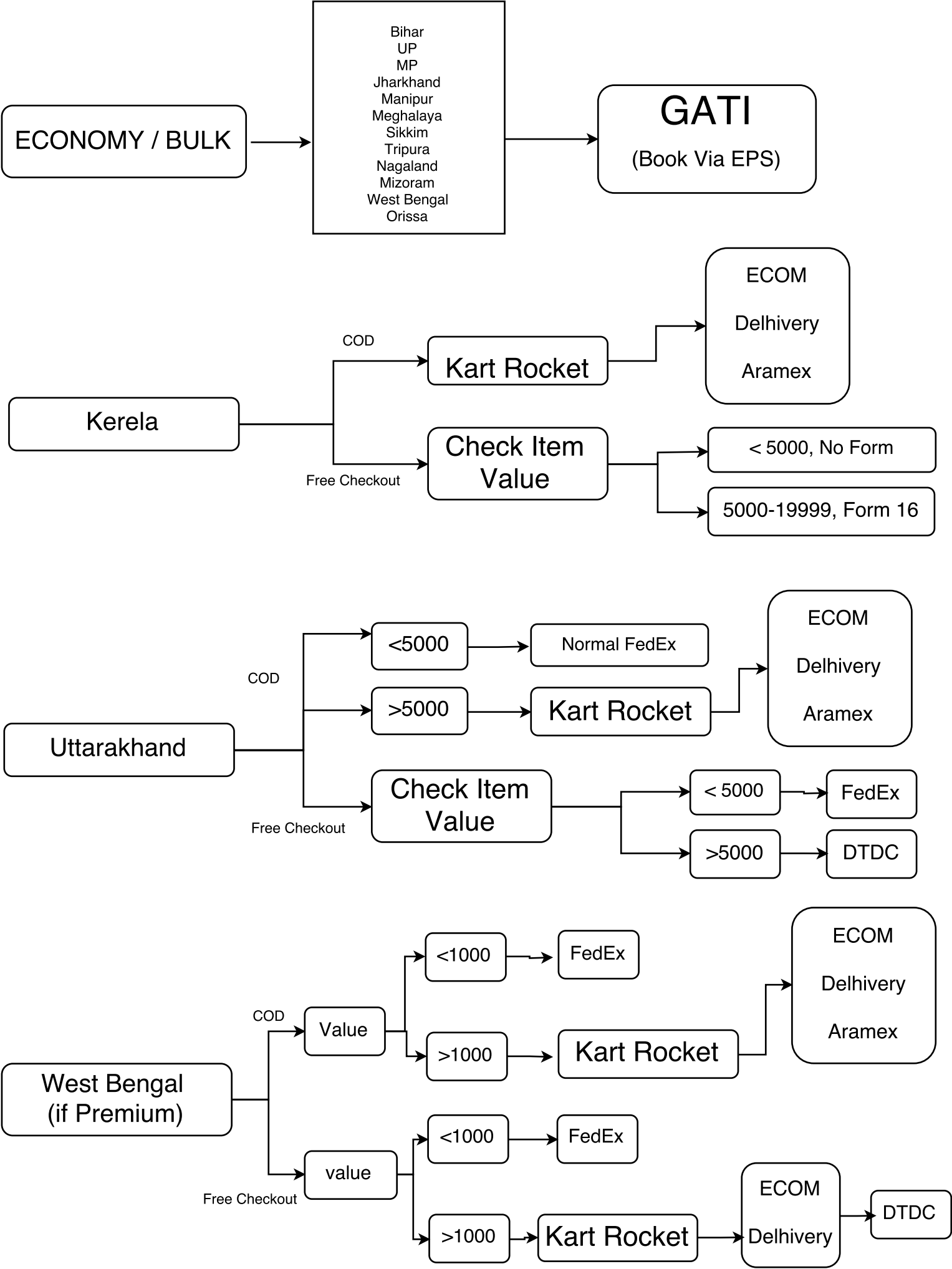
# ANNEXURE

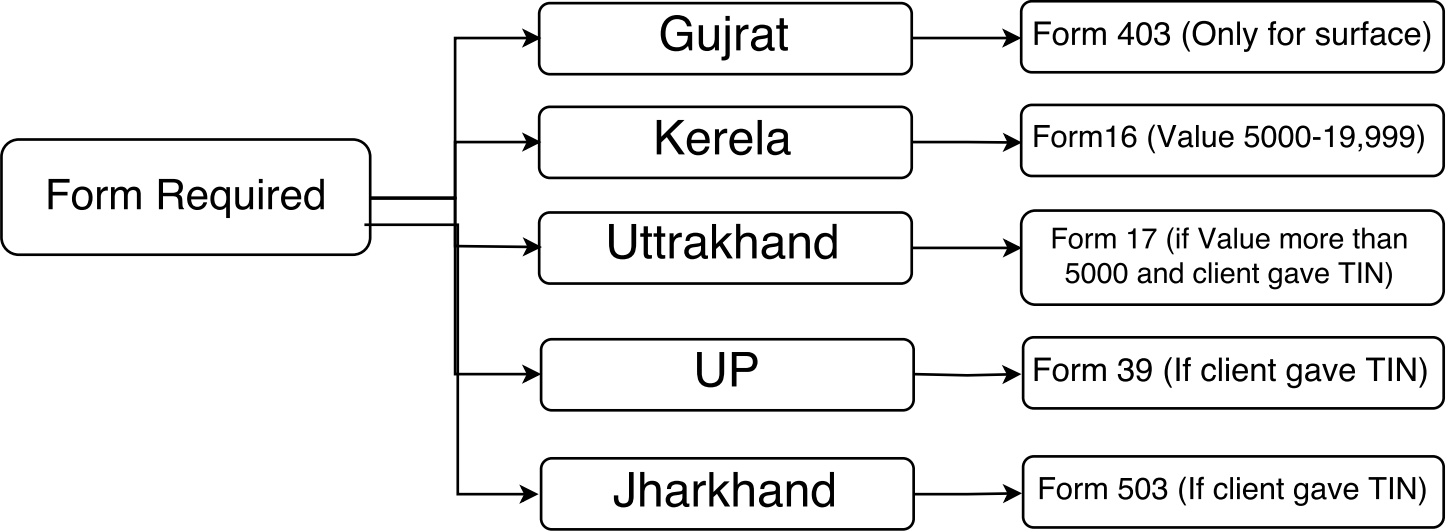


COURIER SERVICE SELECTION



# Exception Case





# RETURN SHIPMENT PROCESS

