**Sarah (AM):** "Good morning, Mr. Tan! Thanks for taking the time for our call today. Appreciate it."

**Mr. Tan (Client):** "Morning, Sarah. No problem, no problem."

**Sarah (AM):** "Great! We have about 30 minutes scheduled, is that still okay for you?"

**Mr. Tan (Client):** "Yes, 30 minutes can. So, what's on the agenda?"

**Sarah (AM):** "Well, firstly, I wanted to quickly follow up on that reporting issue you had last week – the one about the custom delivery exception reports. Is everything working smoothly now after the support team assisted?"

**Mr. Tan (Client):** "Oh, the report. Ah, yes, mostly okay lah. The support fella, David, he was quite helpful. He showed my staff, Lim, how to generate it. But... it still takes a bit longer than we'd like, quite a few steps, you know?"

**Sarah (AM):** "I see. So, while David helped you generate it, the process itself is still a bit cumbersome and time-consuming. Is that right?"

**Mr. Tan (Client):** "Exactly! Lim was complaining a bit, said he has to click here, filter there, then export, then manually combine some data... Aiyah, a bit *mafan* (troublesome)."

**Sarah (AM):** "Hmm, I understand that must be frustrating when you need data quickly. About how much time does Lim spend on generating that specific report each time?"

**Mr. Tan (Client):** "Hmm, hard to say exactly... maybe around 45 minutes to an hour, each time he needs it. And we need it like, twice a week."

**Sarah (AM):** "Wow, that's nearly two hours a week just on that one report. If Lim is spending that much time on this, what other tasks are getting delayed, or what's the impact on his other responsibilities?"

**Mr. Tan (Client):** "Good question. He's also supposed to be double-checking the new shipment entries, and sometimes that gets rushed. Last month, got one or two small errors there because he was trying to catch up. Small errors only, luckily, but still..."

**Sarah (AM):** "I see. So, the time spent on this complex report generation potentially impacts data accuracy in other areas due to rushed work. That's certainly not ideal. Mr. Tan, you mentioned combining data manually. What kind of data is Lim combining, and what are you trying to achieve with that final report?"

**Mr. Tan (Client):** "We are trying to see which routes have the most exceptions, and also cross-reference that with driver feedback scores for those routes. The driver feedback is in a separate system, a simple spreadsheet we use."

**Sarah (AM):** "Okay, so you're looking for a consolidated view of route exceptions and driver performance. If you could have a system that automatically pulls both the exception data and the driver feedback, and presents it in one comprehensive dashboard, updated in real-time, how would that benefit your operations planning?"

**Mr. Tan (Client):** "Wah, if can like that, very good lah! Can save Lim's time, for sure. And we can see problem routes much faster, maybe even before the end of the week. More proactive."

**Sarah (AM):** "That's exactly what I was thinking. We actually have a new module for LogiSmart Suite called the 'Advanced Analytics Hub'. It’s designed precisely for this kind of complex data integration and visualization. It can connect to external data sources, like your driver feedback spreadsheet, and merge it with the operational data from LogiSmart to give you those actionable insights instantly. For example, you could have a dashboard showing your top 5 routes with exceptions, alongside the average driver score for each, and even drill down to specific incidents, all updated automatically."

**Mr. Tan (Client):** "Hmm, sounds interesting. This 'Advanced Analytics Hub'... is it expensive? And how long to set it up? We are quite busy now, you know, upcoming festive season."

**Sarah (AM):** "That's a fair question, Mr. Tan. I understand your concerns about cost and implementation time, especially with the busy period approaching. Regarding the cost, there are a couple of subscription tiers depending on the complexity and volume of data integration you need. For what you've described, our standard tier would likely be a great fit. And because it's designed to integrate smoothly with LogiSmart, the basic setup for connecting your existing data and that spreadsheet can often be done within a few days with minimal disruption. Many clients find the time saved within the first month outweighs the cost. Would you be open to a quick 20-minute demo next week where I can show you exactly how it works with some sample data similar to yours, and then we can discuss a specific quote?"

**Mr. Tan (Client):** "Next week, huh? Okay lah, 20 minutes can. Send me the invite. But make sure it's really 20 minutes, Sarah."

**Sarah (AM):** "Absolutely, Mr. Tan. I'll be very respectful of your time. So, just to confirm, I'll send you an invitation for a 20-minute demo of the Advanced Analytics Hub next week. In the meantime, for the current report, Lim can continue with the method David showed him, and I'll also check if there are any minor configuration tweaks our support team can suggest to perhaps ease that manual process slightly, though the Hub is the real long-term solution here."

**Mr. Tan (Client):** "Okay, good. Thanks, Sarah."

**Sarah (AM):** "You're most welcome, Mr. Tan. Have a great day!"