

Pain points:

1. LC's current marketing and product promotion policies fail to meet customer expectations.
2. LC's current ordering system does not support online ordering.
3. LC's current logistics delivery speed is too slow and does not meet customer expectations.
4. LC's current customer query system is seriously overloaded and cannot effectively support customer service.

Problem statement:

Leckie's Choice(LC) is a company that provide diversified logistice-related services, involving a series of services such as warehousing, transportation, distribution, sales, installation, maintenance, etc. At the same time, LC also has many experienced staff. Now, this company is facing business challenges, the company's information technology is outdated, sales are declining, customer query services are often overloaded and customers compain about slow logistics delivery.

At first, the company has its own information webpage, but this webpage does not support customer orders. Customers mainly place orders through telephone and email, which work low efficiently.

Secondly, customers complained that the ordering and logistics time was too long, which led to customers preferring to buy products from other wholesalers. At the same time, customers reported that other wholesalers offered more attractive promotions and loyalty rewards.

In addition, customer queries have recently doubled, increasing the workload for LC's sales staff.