



# Kaukokiito Increases Operational Efficiency and Customer Satisfaction with its Zebra-Powered Mobile Computer Solution



Kaukokiito is one of Finland’s leading private logistics and transport companies. Founded in 1953, Kaukokiito offers transport and contract logistics services, and plays a key role in domestic supply chains. However, many of the businesses Kaukokiito serves operate internationally as well, meaning that it holds a crucial position in Finnish global trade. The company specializes in corporate clients and transports between 15,000 – 20,000 consignments per day.

Boasting over 70 years as a leader in the space, Kaukokiito prides itself on delivering professional and customer-oriented services, local knowledge, modern technology and a diversified offering, all in line with its vision of providing a superlative customer experience.

This vision feeds into its mission of being competitive, responsible and profitable. In fact, Kaukokiito strives to be an expert, always demonstrating an acute understanding of customer needs. It doesn’t want to exist only to sell transport services.

To be that expert, the company needs to innovate and modernize – continuously – which is why Kaukokiito turned to Zebra.

## If it Isn’t Broken, Improve it Anyway

“At the moment, we’re not facing any major challenges to our operations,” explains Samuli Toivonen, Director of Technologies and Sustainability at Kaukokiito. “Our job is one of continuous improvement – always striving to deliver a better customer experience. That’s why, even when things are working well and we’re meeting our obligations, we can’t stop growing and developing our service offering.”

“We’re improving every day,” explains Toivonen. “But that doesn’t mean we can rest on our laurels. New tools are constantly being developed, and to manage logistics more efficiently and with better quality, we need to bring those tools into our operations.”

## SUMMARY



**Customer**  
Kaukokiito

**Partner**  
Optiscan Group

**Industry**  
Transportation and Logistics

**Challenge**  
As one of Finland’s leading private logistics companies, Kaukokiito must continuously innovate to remain competitive and customer-focused. While from an operational standpoint things were going well, the company knew it could find ways to improve.

- Benefits/Outcomes**
- Increased employee satisfaction and productivity
  - Increased delivery accuracy and data insights
  - Increased efficiency across operations

- Solution**
- Zebra TC78 Mobile Computers
  - Zebra VisibilityIQ™
  - Zebra OneCare™

Recently, Kaukokiito acquired 1,600 Zebra TC78 mobile computers. Why?

“A while ago, we began developing our own ERP system because there was no ready-made solution on the market that could meet our needs,” says Toivonen. “Similarly, we sought the best equipment available on the market – hardware that could match the high ambition we had for the software. We were already very happy with our previous Zebra devices, which had an average life of seven years and allowed us, among other things, to move away from paper waybills. We saw no reason to change vendors. However, we needed a new suite of devices to accommodate the software we were building.”

The former Zebra devices have proven to be the most important tool for Kaukokiito’s drivers, guiding their work and enabling them to succeed. However, the new TC78 devices allow for a better user experience and quality of service. Larger screens allow users to clearly show ordered items to clients, while the improved camera allows them to take higher-quality pictures when required, for example if a ranged barcode scan is required.

In addition, Kaukokiito has acquired two Zebra services: VisibilityIQ, for monitoring device health, battery health and application health, and Zebra OneCare, a service contract which guarantees device repair provided by Zebra. With the former, Kaukokiito can ensure that the fleet of devices are being used properly and distributed according to the requirements of the work at hand, i.e., for a specific delivery. VisibilityIQ is essential to Kaukokiito getting most out of its investment.

Another reason for Kaukokiito’s choice of vendor was Zebra’s software/application-agnosticism. “There was no app on the market that was suitable for us,” says Toivonen. “So, we built one ourselves that could be used in the Zebra devices.” Kaukokiito’s app was made for its driver network and is greatly empowered by the Zebra devices.

“The app is great because everyone knows what to do and where,” explains Toivonen. “It is easy to use and failsafe. We know where we’re going and can analyse the data. The app is designed with users in mind and is constantly updated. And only Zebra devices could handle the app the way we needed from a hardware perspective.”

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Director of Technologies  
and Sustainability at  
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Key to the rollout too was Zebra Premier Solution Partner and Industrial Automation Partner Optiscan Group. Optiscan Group offers IT Mobility, printing and service solutions for warehouses, transport and logistics companies in the Nordics, and acted as the intermediary between Zebra and Kaukokiito. Without its input, the rollout would not have been as seamless as it was.

Optiscan Group mainly provides solutions based on voice and barcode technology for enhancing material and data flows, productivity and customer satisfaction in warehouse and transport. It also offers solutions that increase efficiency and accuracy in warehouse and manufacturing operations.

**Staying Best-in-Class**

The benefits of the new solution have been noticed quickly. “The devices act as an extension of our ERP in the hands of our drivers,” says Toivonen. “They play a major role in data management and insights. The new Zebra devices received great feedback immediately. Shortly after the first batch was handed to drivers, other drivers wanted one too. They’ve been so popular that we’ve had to bring the rollout forward from the planning stage.”

This speaks to the metric Toivonen and his team were focusing most on – employee satisfaction. “Employee wellbeing, satisfaction and retention is key, so we want the best tools for the job,” says Toivonen. “Our aim is to be the most desirable employer in the industry. We want our people to be in the best position to succeed in their jobs. The new solution has helped immensely with that.”

Kaukokiito’s new equipment also supports its sustainability goals. “The devices are long-lasting, both in terms of hardware and software,” says Toivonen. “Thanks to the devices and app, we have real-time information on all shipments, which we can share with customers, making their lives easier.”

“With the new solution we can streamline processes, avoid failure and ensure shipments always reach the right destination, helping us be the best we can be and guarantee our customers get the quality they expect from us,” concludes Toivonen.

To learn more visit [www.zebra.com](http://www.zebra.com)



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