



Zoho for Tunisia's Logistics Revolution

Case Study



Overview

Why Tunisia's Logistics Sector Needs Digital Transformation

Bizerte, a key logistics hub, connects Tunisia to Europe, Africa, and the Middle East. As trade volumes rise, logistics companies face growing pressure to optimize delivery times, improve shipment tracking, and elevate customer service. The traditional methods can't keep up with:

- Increasing documentation complexity
- Real-time coordination with drivers and warehouses
- Rising customer expectations for visibility and communication
- Global competition and rising operational costs

Zoho offers an all-in-one, cloud-based ecosystem that addresses these needs—making operations more efficient, connected, and customer-friendly.



Zoho Features for Logistics & Shipping

Turn Shipping Chaos into Streamlined Control

- **Zoho CRM** – Manage shipping contracts, automate lead follow-ups, track client communications
- **Zoho Books** – Simplify invoicing, billing, and expense management across routes
- **Zoho Inventory** – Real-time tracking of goods across warehouses and transit locations
- **Zoho Flow & Creator** – Automate customs paperwork, status alerts, and fleet integrations
- **Zoho Analytics** – Monitor fleet performance, delivery delays, cost per shipment, and service levels
- **Zoho Desk** – AI-powered support desk for customer queries, tracking issues, and feedback

Technology Stack



How Zolute Helps Tunisian Logistics Firms

Zolute: Your Zoho Partner in Digital Logistics

- **Custom CRM Workflows for Shipping Firms**

Tailored deal stages, client management modules, and shipment lifecycle tracking

- **Automation of Key Ops**

Route assignment, customs documentation, invoice generation — all streamlined

- **Dashboard-Driven Decisions**

Get real-time reports on driver efficiency, delivery timelines, and customer SLAs

- **Third-Party Tool Integration**

GPS trackers, WhatsApp, fleet ERPs — all connected through Zoho Flow



Get In Touch



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