

CCSL – Improving logistics through technology

CCS Innovation in Logistics (CCSL) is a new Zealand consultancy specialising in performance management using data generated by GPS systems and other logistics software, CCSL works with logistics companies to reduce costs and identify opportunities to improve their productivity.

The company, which rebranded to CCS Innovation in Logistics earlier this year, started out as Cheshire Cat Solutions in early 2005. Its principal, Corinne Watson emigrated from the UK in 2003 bringing with her extensive experience in European logistics and project and operational management. CCSL is based in Christchurch and the team is becoming increasingly recognised as a partner for forward thinking NZ companies.



Corinne Watson, principal of CCS Innovation in Logistics

“Technology is a tool, not a test” Ms Watson says. “New technology should be user friendly; the intention of any implementation should be to either reduce administration time, or to improve the quality of available information on which management decisions are taken.”

CCSL will help clients to decide which system is most appropriate to support their business or, where a system has already been installed, they will ensure that it is integrated effectively into the daily operations of the business.

Whilst CCSL work closely with providers, such as the GPS companies, to ensure that they stay abreast of new product developments, it is the integration of that product into the unique environment of each company which is CCSL’s speciality. They work with the client company to ensure that the system is implemented in a way that complements the culture and the processes which already exist. “Trying to impose a new way of working on a company, simply because of the way in which a system has been designed, does not give the best result for the client” Ms Watson says.

It is a significant opportunity for the logistics industry to use GPS software as a basis to better understand that part of the operations which, to date, has been invisible; namely between the vehicle leaving the depot to make deliveries, and arriving back at the end of the shift, the interim time having been spent making or breaking a company’s reputation.

Whether the client is focussed on driver productivity, customer service, safety or speeding, CCSL will help them to assess current performance, determine which operational factors are influencing this performance and which staff are best placed to deliver improvement.

For further information, Tel: 348 2048