

## Retail Case Study

# PERSONAL RELATIONSHIPS INCREASE EFFICIENCY AND ACCOUNTABILITY



TruGolf's rapid growth drove them from being a niche within a niche to becoming a staple in the industry. As the leader in indoor golf simulator technology, TruGolf's award-winning software recreates the artistry of the game by bringing an outdoor sport, indoors. Offering a wide range of options, TruGolf's simulation software, E6Golf, provides the most realistic virtual golf experience and most precise swing analytics available anywhere.

### Benefits of the SEKO Solution

- Direct point of contact to address any and all logistics needs
- Increased communication and efficiency resulting in an increased product demand
- 40% reduction in damaged goods and lost freight
- MySEKO technology deployed for simplicity and visibility



“ In luxury sales it's about personal relationships with our customers, but, also about the relationship we have with our partners. So, because of the personal relationship we have with SEKO, we have the accountability that helps us have a better personal relationship with our end user, because with SEKO, we are only a phone call away from knowing what's going on or being able to solve any sort of problem that could arise. That accountability and that personal relationship is what allows TruGolf to have more accountability and a better personal relationship with not only our customers, but with our business partners. With a robust plan for expansion, we want to have a relationship with a partner and carrier that can grow with us. ”

Mason Jones, Marketing Director

# THE TRUGOLF STORY

## The Challenge

TruGolf initially used several providers, resulting in delayed shipments, lost shipments and miscommunication. Not being experts in logistics, TruGolf struggled to find a single point of contact who could guide them in problem solving and the decision-making process - resulting in ineffective time management and unhappy partners.

## The Solution

SEKO provided TruGolf with a single point of contact who was always “in the loop.” The combination of SEKO’s award-winning technology, paired with a single point of contact and 24/7 team, SEKO provided TruGolf with the resources to problem solve and take dynamic action.

## The Result

Due to the increased partner communication and shipment solutions, TruGolf has gained an increased relationship with the end user. Damage claims and lost freight were reduced drastically, and due to the affluent customer base and fragile nature of goods, TruGolf was able to attain the accountability and discretion they so needed.



## WHAT NEXT?

To find out how SEKO can help you transform your business, please email [hello@sekologistics.com](mailto:hello@sekologistics.com)



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