



FROM MANUAL TO MODERN

How Aloha Freight Streamlined Processes with RDM Infinity

OVERVIEW

Aloha Freight, established in 1956, has become a leading freight-forwarding provider specializing in shipping from Los Angeles to Hawaii and, more recently, Alaska. With headquarters in California and additional facilities in Tacoma, Anchorage, and Hawaii, the company operates as a one-stop shop for customers navigating these unique markets.

Faced with manual processes and limited visibility for customers, Aloha Freight partnered with RDM Infinity to modernize its operations. Together, they developed a transformative Aloha App that improved internal efficiencies, elevated customer satisfaction, and gave the company a competitive edge in the freight-forwarding industry.

THE CHALLENGE

Before the partnership, Aloha Freight faced several obstacles:

Manual Documentation

Delivery Receipts (DRs) were processed manually and inconsistently, often delaying customer invoicing and creating inefficiencies in payment collection.

Limited Shipment Visibility

Although photos of shipments were sometimes taken for internal use, the process was time-intensive and provided no real-time benefit to customers.

Tech Stagnation

Without integrated digital solutions, Aloha Freight struggled to differentiate its services and optimize internal workflows.

SOLUTION

RDM Infinity developed a unified Aloha App, a cloud-integrated, permission-based solution that addressed Aloha Freight's unique challenges:

Streamlined Photo Documentation

- Enabled Aloha Freight to capture photos for every shipment, from loading containers to final delivery.
- Provided real-time visibility to customers through a secure, customizable portal.
- Allowed customers to assess freight conditions within minutes of arrival, helping to avoid costly errors like shipping damaged goods to Hawaii.

Delivery Receipts Automation

- Eliminated manual DR scanning, ensuring all receipts were uploaded automatically and accurately.
- Reduced missing DRs from 50% to zero through barcode recognition and seamless data capture.

Customization and Flexibility

- Allowed customers to view shipment details tailored to their preferences (e.g., specific shipments, delivery stages, or full shipment history).
- Gave Aloha Freight full control to adapt the app based on customer needs.
- All solutions were specifically programmed by RDM Infinity to integrate seamlessly with Aloha Freight's D3 system, ensuring compatibility and maximizing efficiency.

IMPLEMENTATION & RESULTS

RDM's approach focused on collaborative problem-solving and rapid enhancements, delivering quick iterations that led to smooth implementation and impressive results:

Time Savings: The Aloha App saved 50-60 hours per week in manual labor by automating DR uploads and photo documentation.

Faster Processes: Shipment visibility was reduced from hours to just 20 minutes, giving customers near-instantaneous updates on freight conditions.

Improved Customer Experience: Real-time photos of shipments, accessible via a customer portal, became a standout feature, setting Aloha Freight apart from competitors.

Cost Reduction: By identifying and stopping damaged shipments before they left the dock, the Aloha App saved customers substantial amounts of money.

Competitive Advantage: No competitors offer comparable real-time visibility with integrated photo and receipt systems, solidifying Aloha Freight's leadership in the market.

"The Aloha App has been a game-changer for us. We've gone from inconsistent manual processes to seamless, real-time visibility for our customers. They love knowing the exact condition of their freight within minutes of arrival. RDM Infinity's team has been incredible—efficient, responsive, and always willing to adapt the app to meet our needs."



Shannon Griley

COO
ALOHA FREIGHT

Conclusion

RDM Infinity's partnership with Aloha Freight demonstrates how customized, innovative solutions can drive operational excellence and customer satisfaction. By introducing the Aloha App, Aloha Freight achieved unprecedented efficiency, improved shipment visibility, and strengthened its position as a leader in the Hawaiian and Alaskan freight-forwarding markets.

This case highlights RDM Infinity's expertise in developing customized MultiValue programming solutions to address complex freight industry challenges. Their highly customized, white-glove approach enabled Aloha Freight to solve specific operational issues, driving significant improvements in efficiency, customer satisfaction, and competitive standing. RDM's commitment to understanding each client's unique needs allows them to design solutions that seamlessly integrate with existing systems while addressing operational pain points. By providing hands-on support during implementation and ongoing collaboration for refinement, RDM ensures its solutions not only meet immediate goals but also adapt to future demands, solidifying their reputation as a trusted partner for long-term success.

At RDM Infinity, we work with the system you have to create the solution you need. Our mission is to extend the value of your MultiValue investment by enhancing the systems you already have in place. We understand that one size never fits all — so we won't box you in with a prefab package that's designed to solve somebody else's problems. We design custom solutions that grow with you. We understand the power of MultiValue software, and we know how to adapt your legacy software to elevate performance, boost productivity, and meet the demands of the customers you serve.