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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

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.