

## Driving Productivity and Connectivity with Claro Tech

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Freight Logistics Solutions partnered with Claro Tech to support a period of rapid growth and operational change. As a logistics business operating in a fast-paced, data-driven environment, we required two key capabilities: a high-performance network capable of handling constant system demand, and an intelligent CRM platform that could leverage AI to improve productivity, visibility, and customer service.

From the outset, Claro Tech took the time to understand our business processes, operational pressures, and future ambitions. Their consultative approach ensured that the solutions delivered were closely aligned with how our teams work on a day-to-day basis, rather than being purely technology-led.

A major focus of the project was the implementation and optimisation of an AI-enabled CRM system. Claro worked closely with our internal teams to configure the platform to automate routine tasks, surface actionable insights, and improve data accuracy. By utilising AI-driven features such as predictive customer insights, intelligent workflows, and automated reporting, our staff were able to spend less time on administration and more time focusing on customers and logistics planning. Productivity increased noticeably across sales, operations, and customer service teams, while management gained clearer visibility into performance and trends.

Alongside the CRM deployment, Claro designed and implemented a robust networking infrastructure to support our growing digital requirements. Reliable bandwidth is critical to our business, particularly with cloud-based systems, real-time tracking, and AI-powered tools in constant use. Claro delivered a high-capacity, resilient network that provides consistent performance across our offices, even during peak operational periods. Connectivity issues that previously slowed workflows were eliminated, allowing systems to run smoothly and reliably.

The quality of delivery and ongoing support was a standout aspect of the partnership. Claro's technical team managed the project efficiently, communicated clearly throughout, and ensured minimal disruption to daily operations. Their proactive support model gave us confidence that any issues would be addressed quickly, keeping our business moving without interruption.

Overall, Claro Tech has played a key role in modernising our IT environment. By combining AI-driven CRM technology with a high-performance networking solution, they have helped Freight Logistics Solutions increase productivity, improve customer engagement, and build a scalable platform to support continued growth. Claro has proven to be a trusted technology partner we can rely on as our business evolves.