

‘IT should be leveraged to attract and retain staff’

Staff can only perform as well as the tools they have available – and this is as true in a freight forwarding and customs clearing company as it is in any other industry, says Sydney Ramoorthy, head of new business development at Core Freight Systems.

“The computer is certainly one of the primary tools used in a progressive clearing agent’s business, and it therefore makes sense to find an IT solution that leverages your staff potential to the full,” says Ramoorthy.

The CoreFreight application makes use of modern design and technology to provide a comprehensive operations support system for a South African-based agent processing both import and export shipments, he added. “And not only does it provide a system that is

fully functional from both the Sars and internal process perspective, but one that is logical and easy to use.”

While the initial training of staff allows them to expand their capability as required, CoreFreight’s helpdesk provides ongoing on-line support to the user. And implementation is hassle-free, says Ramoorthy, with no complex infrastructure requirements needed by clients – all the operator needs is a computer with internet access.

“Whether the client represents a large multinational or a smaller local operation staff is a vital component of their service delivery.

“We believe that a company should be able to use its investment in IT to assist in attracting and retaining employees, and



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through the cross-skilling of staff to improve the overall productivity of its workforce,” said Ramoorthy. “The Core Freight system does just that.”