



NEWS ANNOUNCEMENT

American Logistics firmly in the driving seat with U-WFM's cloud-based platform

London, 23 January 2020: U-WFM is pleased to announce an exciting collaboration with transportation company **American Logistics** – another perfect match made on the Twilio developer platform for communications.

U-WFM provides **American Logistics** with the next generation Cloud Workforce Management for Contact Centres that focuses on driving improved outcomes leveraging their most important and valuable asset: employees.

American Logistics' signature tagline: "Powered by Tech, Driven by People," beautifully encapsulates the value proposition of both companies. The US-based transportation company embraces innovative technology, harnessing its benefits to make the journey for end customers as efficient and easy to access as possible. It's imperative that American Logistics' state-of-the-art operation centres' personnel are constantly supplied with accurate and timely information.

This is where U-WFM comes in; **U-WFM's** cloud workforce management platform helps **American Logistics** ensure optimal coverage on the phones to respond to customer requests, and timely service to ensure reliable and professional transportation.

"We conducted an extensive search for a software platform to support our contact centre scheduling and call performance measures," said Michael McAlpin, Chief Technology Officer for American Logistics. "U-WFM not only solved these needs but has empowered our agents with the ability to see and manage their schedules. We have seen great business value gained through efficiencies as well as the ability to measure and manage our contact centre performance and call metrics."

U-WFM's CEO Matthew Hughes welcomes the challenge of working with such a fast-paced company that continues to grow and deliver a high-quality service. *"I'd like to thank American Logistics for the faith they have placed in us and look forward to a rewarding collaboration."*

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Notes for Editors

About American Logistics

American Logistics was founded in 2006, but its roots in the transportation industry date back over 50 years. It provides non-emergency transportation services for transit agencies, school districts and the healthcare industry in 18 states across the USA. Owing to its reputation, the company is synonymous with reliable and punctual passenger-centric services.

The company is not only forward-thinking in terms of technology but also in its corporate values, putting people first and engendering a workplace of authenticity and transparency. The company takes social responsibility seriously by fostering innovative transportation solutions to help reduce the carbon footprint of any transportation program.

For more information, please visit www.americanlogistics.com

About U-WFM

At U-WFM we believe there is an easier way to deploy Workforce Management and make it accessible to all contact centres, regardless of size. We offer our Workforce Management platform as a 100% cloud, OPEX based solution with zero capital outlay and technology hassle. This allows our customers to immediately become more effective, efficient and economic on a pay-as-you-go basis, but still benefit from a premium Workforce Management solution.

There are no exclusions to the U-WFM solution, we believe in delivering all the benefits to our customers, all of the time.

For more information, please visit www.u-wfm.com

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