



Established in 1960, BVC Logistics is India's largest secure logistics enterprise, securing over 50% of India's international & domestic trade of diamond and jewellery. BVC has carved a niche within high-value goods logistics and is acknowledged as a stalwart in valuable asset movement solutions & is the most preferred logistics partner for the industry. It is on a mission to scale rapidly and set global benchmarks in high value logistics.

BVC has grown exponentially, expanding their offices, team, solutions and customers and are now trusted by over 30,000 businesses through the jewellery value chain consisting of miners, manufacturers, wholesalers, retailers & e-tailers. BVC has grown from 8 cities in 2013 to over 500 cities, servicing over 10,000 pin codes in India and across 130 countries for secure logistics. Today, the company today has become synonymous with logistics and security in the jewellery industry covering end-to-end logistics, security, investments and technology under its wings. From having a team of less than 200, BVC has grown to more than 1500 individuals across India, Singapore and Hong Kong. BVC has also expanded its verticals to secure solutions for luxury goods & Fine Art.

With the sheer size of customers across the globe and the volume of high value goods being handled, it was highly imperative to create a seamless interface for customer interaction. For this, the integration of technology and continued digital transformation within the company was key. Hence, BVC introduced WhatsApp as a primary medium of communication with its customers. The pilot project was successfully completed and today is used by over 500 customers globally to interact with BVC on a daily basis. These 500 customers have switched to WhatsApp completely and have eliminated email as a medium of communication with the company.

The BVC bot on WhatsApp has increased the efficiency of jewellers for their pickups, pricing and service information. Pickups are automated for existing customers via BVC Bot and jewellers who seek secure logistics solutions are guided through by BVC's automated bot to connect to the right person in 3 clicks which converts several hours & days of waiting time to seconds. It took a total of 4 weeks for the company to roll out this pilot project and completely integrate WhatsApp into the system, communicate it to customers and onboard them.

The Whatsapp bot has enabled customers with the ability to communicate with BVC anytime,

anyday. Book pickups, register complaints, make changes to their bookings, know the status of their shipment and so much more. Most of all, it has allowed BVC and its customers to come closer to each other and ensure seamless communication, especially when a custom shipping solution is required.

BVC will also add multiple features to its WhatsApp channel and will eventually become a channel for the industry to know more about government policy changes, import duty related changes, logistics real-time information and much more. BVC aims to continue on its path of digital transformation and will roll out many such features that are directly connected to customer happiness in the coming days. The Brand aims to ensure that shipping remains the competitive advantage for its 30,000 customers globally.

- BVC Logistics