KLARDAGER

CASE STUDY · DIGITAL LOGISTICS HUB · FULL CASE STUDY

Up to 31 per cent more case volume with the current team

Sendify is growing fast, and customer service has kept up by hiring in step with case volumes. Before the next growth step, Sendify wanted to know how much more today's team could handle, and to have a way of working that holds as the business scales. Personal contact with customers is part of what Sendify offers, and they wanted to protect it as the team grows. Now they have the answer, up to 31 per cent more case volume with the current team, and a detailed action plan to get there.

31%

More case volume with the current team

The answer: up to 31 per cent more case volume.

If Sendify carries out every recommendation, today's 17 FTEs in Sweden and Germany can handle up to 31 per cent more case volume without new hires. The figure is an estimated potential on the current platform, calculated measure by measure from observations, interviews and published research.

PART 1 The case study

The starting point

Sendify has grown revenue by 86 per cent in three years, to SEK 376 million in 2025. Customer service has grown with the business by hiring more people, and with the current ways of working, the team would have to keep growing as fast as the company. Ways of working had grown up along the way, and several

systems were chosen when volumes were far smaller. Sendify wanted a thorough review before the next stage of growth.

The brief was clear. Sendify wanted an external mapping of how customer service actually works today and an answer to how much more the current organisation can handle. The aim was to grow the team in a scalable way and spend time where it does the most good, in contact with customers. They also wanted a framework that works across customer service: in Sweden and Germany, for invoice and claims cases and in future markets. The plan had to separate quick wins from longer work, and the impact had to be measurable.

> THE QUESTION THE ENGAGEMENT HAD TO ANSWER
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> How much additional workload can Sendify's current customer service handle if unnecessary work is removed and the recommended measures are carried out?

What we did

For eight weeks, we sat with customer service for Sweden and Germany and listened to how the work actually gets done. We shadowed and interviewed the head of customer service, team leaders and customer service advisers, and we interviewed the technology vendors involved. Everything was weighed against the question of how much more work the current organisation can handle if unnecessary work is removed.

We started from Sendify's own strategy. Whether a use case should be solved with in-house development or a vendor solution, we left to Sendify's technical organisation to decide. Our assessment concerned the value, and it holds whichever route they choose.

What Sendify got

01 **A map of the current situation**
How cases come in, are allocated and resolved, seen from the outside.

02 **An answer to the capacity question**
Up to 31 per cent more case volume, calculated measure by measure.

03 **A shared way of working**
A model for Sweden and Germany that new markets can build on.

04 **A detailed action plan**
Quick wins to start on straight away and longer steps in a deliverable order, where AI support frees up time for personal contact with customers.

“We got an honest picture of how we work today and a plan we can actually deliver. Now we know how to free up time, so we can handle up to 31 per cent more case volume and spend more time on personal contact with our customers.”

Cajsa Bovin, Director of Customer Experience, Sendify

Sendify is now planning the roll-out based on the action plan.

FACTS

CLIENT	Sendify, a digital shipping platform for businesses
SITUATION	Software from preferred vendors in place, with more to get out of it
FROM THE CLIENT	Head of customer service, team leaders and customer service advisers in Sweden and Germany, plus the technology vendors involved
ENGAGEMENT	Mapping of customer service ways of working and technology, optimisation including AI and a capacity calculation, eight weeks in 2026
OUTCOME	Current-state map, shared way of working and action plan. Estimated potential: up to 31% more case volume without new hires

PART 2 Our analysis

What the foundation means for Sendify

> Klardager’s own assessment. This section describes the opportunities the work opens up for Sendify in the longer term.

SCALABLE GROWTH

Growth takes more than more people. Sendify has high growth ambitions, and customer service needs to handle much larger volumes without the team growing at the same pace. The 31 per cent is the first step, and it is taken on today's platform with today's tools.

01 **Every new market starts faster**
A shared way of working and knowledge in one place shorten the road to self-sufficient advisers.

02 **AI that gives more time for customers**
A deliverable order for AI support, with personal contact still at the centre.

03 **Customers notice the difference**
Fewer cases that should never have arisen, and better follow-up of those that do.

The foundation moves with you to the next platform

When Sendify has grown several times over, customer service will be far more digital and automated, probably on a different technology platform. The changes in the action plan concern what every platform needs:

01 **Knowledge with an owner**
A help centre with clear responsibility and quality-assured content is what AI support learns from, today and on the next platform.

02 **Structured data**
Cases, customer context and shipment numbers are gathered in one place and recorded so the technology can use them.

03 **Ownership of the systems**
One person responsible and a fixed decision rhythm mean every new solution is tested against the whole customer flow before it is introduced.

04 **Capacity planned in advance**
Customer service becomes part of quarterly business planning, so the need shows up before the queues do.

05 **Impact you can track**

Each part is measured separately: work that disappears, work the technology takes over and faster handling of what remains.

Every new market starts faster

With a shared way of working, a new market does not have to build its customer service from scratch. That matters most when the team is growing. A new customer service adviser currently needs around three months to become self-sufficient, and much of the knowledge sits with experienced colleagues. With knowledge that has an owner and lives in one place, that time shortens for every new starter.

AI that gives advisers more time for customers

Sendify sees big opportunities in AI. At the same time, personal contact is a core value in customer service and part of what Sendify offers its customers. The action plan brings the two together: first a quality-assured knowledge base and reviewed answer suggestions, then independent guidance and finally tightly scoped system measures. Several AI features already exist in today's tools but are rarely used. Putting them to work is as much about ways of working as technology.

Customers notice the difference

Some of the work removed is cases that should never have arisen, such as questions about unclear surcharges on invoices. When they disappear at source, customers get a simpler experience and customer service gets more time for what needs judgement. Clearer ownership of every case also means better follow-up, and lower customer effort goes hand in hand with loyalty.

Our conclusion

The greatest value of the 31 per cent is that Sendify can grow on a foundation already tested against the reality of its own customer service. Every step towards more automated customer service builds on it.