

One Platform. Total Control. Everything Changed.



A national architectural hardware distributor eliminated freight fragmentation — consolidating carriers, boosting efficiency and reclaiming control of their operations.

Sector	Category	Coverage	Challenge	Status
Distribution	Architectural Hardware	National, Australia	Operational Fragmentation	Ongoing Partnership

One Platform, Every Carrier

All bookings, tracking and carrier decisions consolidated into a single interface — no more juggling multiple portals or manually keying between systems.

Costs Brought Under Control

An 8% reduction in freight spend delivered through smarter carrier selection and active cost optimisation — not just defaulting to the same providers.

A Team Free to Focus

50% improvement in dispatch productivity and a 10% lift in delivery performance — the team processes more, fixes less, and spends their time on customers.

The Challenge

Managing freight across multiple carriers and locations created compounding complexity. Branches navigated separate booking platforms, tracking systems, and pricing structures with no single view across the network.

The result was slow, admin-heavy operations — manual processes, fragmented visibility, and no consistent way to manage cost or performance. What was needed wasn't another carrier. It was control.

The Clique Solution

Clique consolidated the company's entire carrier network into a single platform — one place to book, track and optimise across all providers, with automated carrier selection based on cost, service level and job fit. Smarter routing, centralised visibility and ongoing optimisation transformed freight from an administrative burden into a scalable operational capability.

The result: a leaner, faster freight function that grows with the business — without growing the team.



Before Clique, freight was just painful — multiple portals, manual entry, jumping between tracking systems. Since bringing Clique in, it's simplified everything. The big win is visibility; instead of chasing tracking across five different systems, it's all in one place. It's not just easier — it's smarter.

General Manager NT/SA/WA, Hardware Distributor

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