

## New app connects Kenyan truckers to cargo shippers

Tai+, an Estonian-based technology company has launched a mobile app that enables truckers to connect cargo shippers directly in real-time in Kenya.



The app will provide cargo stakeholders with a marketplace that will link customers who are seeking reliable cargo transporters to transporters seeking consistent cargo at the best price.

Addressing the media during the launch, Rait Raal, Tai+ chief executive officer, said the app will bring sanity in the sector that has been riddled with lack of proper systems to address issues affecting players by promoting trust and transparency cargo handling process as truckers will be able to see all cargo features including the price before choosing to take the shipment.

“This will also enable business owners to be able to access data analytics that helps them in making the best decisions for their business,” Raal explained.

He said Tai+ will totally disrupt the digital space by creating an opportunity for the logistics industry to address perennial cargo transportation challenges such as real-time information sharing, need for return cargo, demand for transport services as well as provide regular cargo.

“We are here to set global logistics standards by making cargo transportation business simpler, more reliable and give the customer more control on meeting the cargo needs,” he said.

In Kenya, the logistics industry has faced several disruptions emanating from both the regulatory and digital environments locally and globally. These trends have further been compounded by dynamism in customer demands for more information and control on services they consume without the need for multiple intermediaries.

He said the ongoing expansion process at the Port of Mombasa has seen cargo volumes continue to increase daily to start at over 1.3 Million TEUs (20-foot equivalent) per day making it very difficult for only 10,000 trucks available in the Kenyan market to fully satisfy this growing demand which is leading to delays, penalties and disgruntled customers.

Raal said that the app will provide a transparent platform to bridge the demand for regular cargo shipments and demand for reliable carriers by bridging the gap between supply and demand in the transport industry on an online platform which will

guarantee reliable and safe cargo freight. The app is easily downloadable on Play store for Android devices.

The app is backed by a robust and scalable technology developed by European (Estonian) company Reach-U and has already attracted 300 trucks signed up as the demand increases.

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