

CSCRL FALL FORUM

INNOVATING FOR THE FUTURE: THE ROLE OF TECHNOLOGY IN THE
SUPPLY CHAIN

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ABSTRACT

TRANSFORMING OPERATIONS: HOW PENSKE LOGISTICS USES AI TO ENHANCE EFFICIENCY, CUSTOMER EXPERIENCE AND INSIGHT GENERATION

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PENSKE LOGISTICS

Artificial Intelligence (AI) has been recognized as a transformative force for Supply Chains and has become an important business imperative for companies seeking to optimize their logistics operations and deliver exceptional results. This presentation explores how Penske Logistics has effectively harnessed AI technology to drive operational efficiency, enhance customer experiences, and generate actionable insights. The presentation will delve into the specific AI strategies and tools implemented, showcasing their impact on streamlining processes, improving service delivery, and providing valuable data-driven insights. These real-world examples will help attendees gain an understanding of how AI can be strategically deployed to achieve superior business performance and customer satisfaction.

