hypertrack

CUSTOMER CASE STUDY

AWS and HyperTrack APIs Combine to Enable Traba to Create a Single Source of Truth for Worker Payouts

traba

FOUNDED: 2021

LOCATION: Miami, FL

AREA OF FOCUS: On-demand Labor

THE CUSTOMER

Traba is a Miami-based startup focused on connecting warehouse, light industrial and service workers with job opportunities that match their profiles. They are a modern talent marketplace, disrupting the staffing space by combining the power of cloud technology and the shift toward on-demand labor. Traba launched in 2021 and operates in several major US metros. The Traba team places thousands of candidates per month and strives to build a reputation for having the most qualified talent for light industrial and skilled labor jobs.

Traba matches workers with open shifts in the events and warehouse verticals. Their goal is to fill these vacancies in the shortest amount of time with the highest quality candidates. By having high-quality candidates, Traba is able to build loyal client relationships and minimize churn.

THE BUSINESS NEED

One of the key requirements in the hourly and shift labor market is verifying time on the job. Without having a single source of truth to verify time spent at a work site, there is a potential for disputes. Workers and employers may have different records of how much time was spent on a shift, leading to reputational issues and a poor working relationship between workers and clients. Also, if there is no objective way to document time, bad-faith actors can claim that they worked hours that they did not actually work.

For example, workers would claim they left at 5:30pm but the hiring manager claimed they left at 4:30pm. This created challenges for managing their relationships with both customers and their workers. Aligning with the business owner could cause workers to become disgruntled and stop accepting assignments on the Traba marketplace and adopting the position of worker might lead to customer churn. For Traba to keep their customers and matched employees happy, they needed to solve this problem. A single source of truth for time verification would be the best way to address this important aspect of their business. They built a homegrown solution that would document the employee's location at the time of clock-in, but this solution did not capture live location during the shift to log shift breaks and clock-out time

and location in an automated manner. The team still needed more granular tracking to visualize workers at sites and automate their clock-in and clock-out time and locations. Building this level of location intelligence into their tech stack would propel the business by introducing automation that would automatically provide a single source of truth, but the complexity involved quickly became prohibitive.

After finding out about HyperTrack by combing through online discussion groups to find relevant solutions, technology leadership at Traba engaged the solution team to design a solution to their **most pressing issue: a single source of truth that would automatically provide both employees and clients with an accurate accounting of time spent at specific locations.**

THE SOLUTION

The Traba team is rolling out the following solutions to satisfy their requirements:

Orders API to plan trips for service providers between client job sites

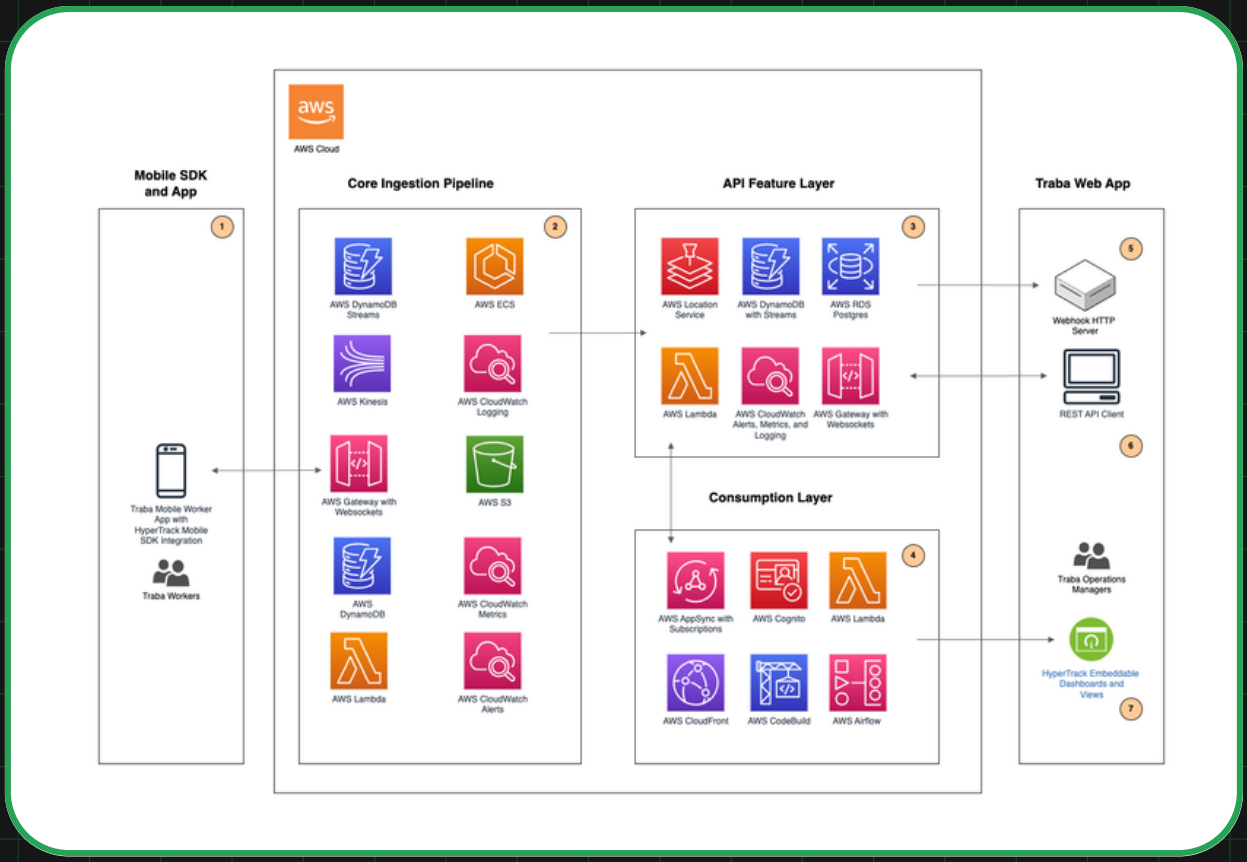
By using HyperTrack's Orders API, the team was able to quickly build functionality to send notifications to the ops team when a worker is en route to a job site.

Geofences to automate the detection of arrival to job sites

The Traba team needed to automate the documentation of when a worker visited a client site. Implementing Geofences allowed the team to send a notification when team members arrive at customer locations, and automate the arrival clock in and clock out upon leaving the customer site.

Dashboard visualizations to display work happening in real time

Since the operations teams have the location data from job site visits, HyperTrack allows streams of this data to be presented on dashboards. By receiving this data through webhook streams, Traba is able to see workers in real-time and gain a pulse on what is happening in the field in an aggregate view without depending on staff and service providers to manually provide status updates.



SCALE LOGISTICS OPERATIONS WITH AWS

As described in the diagram above, Traba uses HyperTrack Mobile SDK, HyperTrack APIs, and HyperTrack Embeddable Dashboards and Views to incorporate routing and live ETAs for Traba worker workflow operations.
HyperTrack Mobile SDK is integrated in the Traba app and enables live location tracking as described in the diagram in **Step 1** above. Mobile SDK performs tracking for the Traba worker only during work shift hours.

In **Step 2** above, HyperTrack platform leverages a number of AWS services, such AWS Lambda, API Gateway, Kinesis, DynamoDB with streams, and many others to ingest and process location streaming data, performing real time location accuracy processing, summarizing a wide array of activities data, user and system driven outages, and creating a wealth of history and analytics data.

To help manage Traba worker workflows, HyperTrack provides Orders API as shown in **Step 3** in the diagram. Orders API conveniently abstracts order workflow management. It initiates tracking on the worker's device, manages creation of real-time route summary information as well as ETA prediction with the help of Amazon Location Service routes capability. Traba worker's activity tracked since the start of the shift, with the destination geofence visit being captured in the worker history timeline. The Traba web application completes the worker's order via another Orders API call. The completion of the order in turn generates the order history summary, and stops HyperTrack Mobile SDK from tracking the worker's device location unless there are any other orders currently assigned and dispatched to the worker's device.

In order to provide compelling real-time worker fleet visibility experiences, HyperTrack utilizes AWS AppSync with AWS Lambda to implement real-time embeddable views and dashboards as shown in **Step 4**.
To monitor and execute on worker order activity, HyperTrack provides webhook payloads to convey status of the order while it is being tracked as shown in **Step 5** above.

As shown in **Step 6**, Traba uses HyperTrack Orders API to create, dispatch, and complete orders for its workers on the move. In **Step 7**, Traba web app embeds HyperTrack embeddable views and dashboards to provide real-time order tracking experiences to its customers.

THE RESULTS

By implementing HyperTrack solutions, Traba was able to visualize the entire employee journey. While HyperTrack location data provided detailed live location data and automatic clock-in and clock-out functionality, all visible to operations teams via dashboards – the key metric they started tracking was on-time arrival rate.

These estimated arrival events were used to infer whether workers would be on time or even absent, thereby allowing the operations team to make personnel adjustments before being notified by customers or employees if a delay was taking place. The stability of the SDK consistently provided reliable location data, ensuring that all parties - operations teams, workers, and businesses - trusted the information. HyperTrack technology became the foundation for the source of truth that Traba sought. In a matter of weeks, by partnering with HyperTrack, Traba was able to leverage location intelligence to automate manual processes and build trust between all stakeholders on their platform.

About HyperTrack

HyperTrack provides the building blocks to automate on-demand jobs and workforce for hourly and shift labor, field service, field sales, and delivery. Our order APIs for planning, assignment, tracking, and verification learn from ground truth data to improve operations KPIs. Customers across all inhabited continents use HyperTrack's comprehensive suite of APIs, SDKs, and webhooks to build solutions integrating mobile,maps, and cloud. **Start building with the free trial at www.hypertrack.com.**