COZENTUS

CASE STUDY:
REAL-TIME SHIPMENT VISIBILITY FOR A GLOBAL 3PL



The challenge

With the growing demand of real time visibility, our clients off-the-shelf solution had multiple challenges. The key challenges were data quality, integration with internal and third-party systems, inaccurate ETA and escalating cost etc. This impacted the operational inefficiencies and client satisfaction. There was also a need for the solution to have the flexibility to cater to the evolving clients' unique needs. Our client sought for a custom developed flexible system to address the various challenges and reduce TCO, as well as improved client satisfaction and an opportunity to generate additional revenue.

Client company background

For over 50 years, our client, headquartered in Philadelphia, Pennsylvania, USA, has been a pioneering 3PL leader in global logistics. They excel in orchestrating seamless movement of goods between manufacturing plants and destinations worldwide across diverse industries. Their comprehensive services encompass freight forwarding, customs brokerage, warehousing, and distribution.

Client goals

- Centralized tracking hub for all shipments
- Data integration and integrity
- Meeting customer expectations/ SLAs Revenue generation strategy optimization
- Swift customer inquiry resolution

Cozentus Solution

- Cleansing, augmentation, and harmonising, and integrating data from multiple sources;
- Employing AI/ML, domain business rules, and human insights for precision and cohesiveness
- Advance AI/ML algorithms for comprehensive risk identification impacting shipments, and assets
- Automated reports as per customer SLAs emailed for user distribution to their customers
- Configurable alerts and notifications
- Geo-fencing; event generation based on vessel tracking, impacted risk area for shipments and immovable assets (plants, warehouse, commodity locations etc)
- Resolution to user enquiries through text, graphs and charts utilising generative AI
- Visualizations and data analytics

Market Leadership
Outperformed industry-leading product

Scalability & Performance
Tracks 60K shipments in transit simultaneously.

Client Relationship
Secured client trust with agile, and on-time delivery exceeding expectations that led to multiple project wins.

Revenue Generation
Application evolved evolved into a valuable revenue stream for the client

Results

- Provided all-in-one dashboard for shipment tracking information including Predicted ETA and risk alerts.
- Facilitated improved collaboration and communication for risk events among internal stakeholders and customers, supported by near real-time visibility.
- Achieved 25% cost savings through heightened customer engagement, strengthened collaborations, enhanced efficiency, and precise analytics.