About the Client:

Gloshipping & Logistics Pvt Ltd offers global shipping and logistics services for imports and exports. They provide customized transportation programs for ocean, air, rail, and road modes of transport.
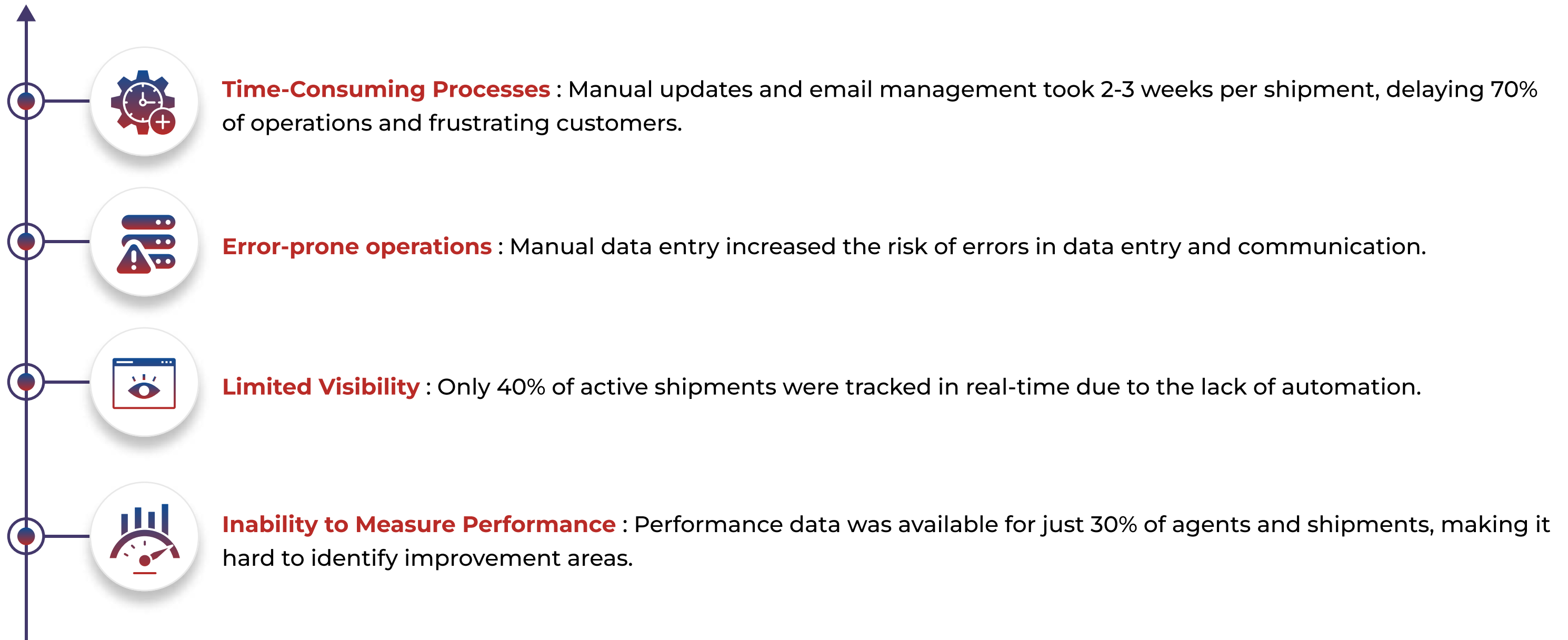
They also offer freight forwarding, heavy lifts, air chartering, and shipping services. Gloshipping relied on manual processes for crucial tasks like managing customer inquiries, selecting agents, sending quotations, and tracking approvals.
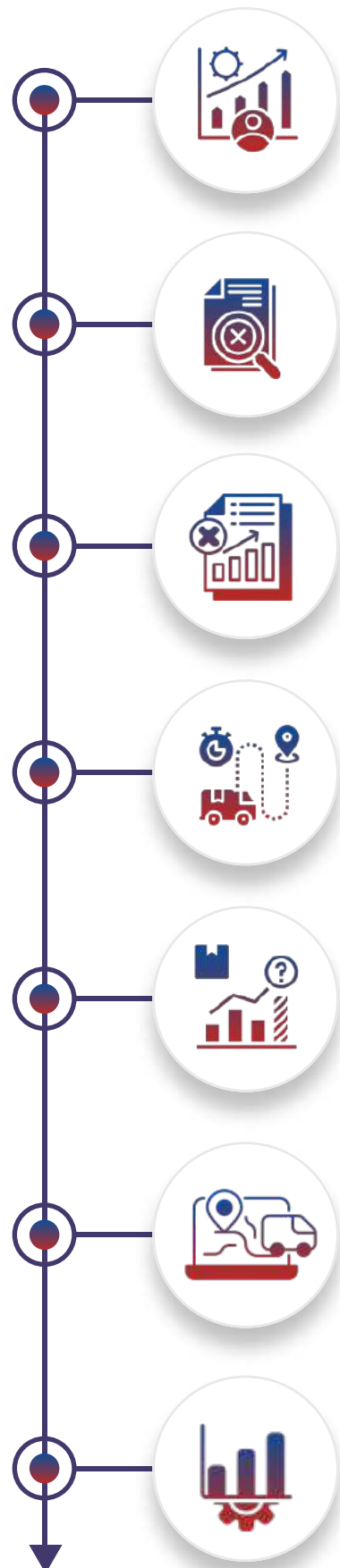
This led to several challenges, and they approached iSquare Business Solution Pvt Ltd to implement a new system that would simplify their process.

Challenges Faced by Gloshipping:

Gloshipping faced inefficiencies in their manual workflow. They relied on spreadsheets and manual processes for crucial tasks like managing customer inquiries, managing agents, managing quotations, and tracking shipment. This led to several challenges:

Time-Consuming Processes : Manual updates and email management took 2-3 weeks per shipment, delaying 70% of operations and frustrating customers.

Error-prone operations : Manual data entry increased the risk of errors in data entry and communication.

Limited Visibility : Only 40% of active shipments were tracked in real-time due to the lack of automation.

Inability to Measure Performance : Performance data was available for just 30% of agents and shipments, making it hard to identify improvement areas.

Inability to Track Agent Performance : 60% of agents' performance could not be systematically tracked.

Inability to Track Rejected Inquiries : Approximately 25% of inquiries were not tracked, missing insights into potential business opportunities.

Inability to Analyze Rejection Rate : Rejection rates for nearly 30% of inquiries were untracked, hindering service adjustments.

Inability to Track Shipment Process : Delays affected 15% of shipments due to inefficient manual workflows, increasing customer complaints.

Inability to Track Inquiry Trends : Trends for 50% of inquiries were not analyzed, preventing tailored services.

Inability to Monitor Ports and Destinations : No structured data on origins and destinations for 40% of inquiries affected logistical planning and route optimization.

Lack of Performance and Data Analytics Insights : 70% of operations lacked performance analytics, impeding data-driven decision-making and efficiency.

Solution : AI-powered Workflow Automation

Gloshipping partnered with iSQUARE to implement an integrated system built on Airtable, a no-code platform and Make, a no-code integration tool. This system leveraged Artificial Intelligence (AI) to automate critical tasks.
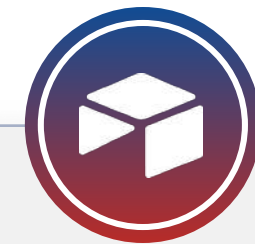
Workflow Automation with AI and Make.com

This innovative approach combined AI and Make.com to streamline data capture and record keeping:

AI-powered Data Extraction: AI scans incoming and outgoing emails, automatically extracting relevant details like customer inquiries, agent quotations, and confirmation replies.

Seamless Integration with Make.com: Make.com acts as a bridge, securely transferring the extracted data from emails into the Airtable Master Sheet.

Real-time Data Updates: Extracted information is automatically populated into the designated fields within Airtable, eliminating manual data entry and ensuring real-time updates.

Workflow Automation with Airtable:

Consignor Management : Gloshipping efficiently handles consignor inquiries and stores crucial details in the Airtable Master Sheet Section.

Enquiry Management System (EMS) : Gloshipping uses EMS which automatically triggers customized welcome emails with details fetched from Airtable.

Agent Selection & Quotation Management : AI extracts shipping details from Airtable and selects agents based on location availability. Emails with shipping details are sent to agents, and their replies with quotations are updated in Airtable.

Quotation Approval : Gloshipping selects a quotation, adds a margin to it, updates it manually and sends a revised quote to the consignor via automated Airtable triggers.

Workflow Automation with Airtable:

Confirmation & Tracking : Consignor confirms the quotation via email, and Gloshipping tracks the confirmation in Airtable, ensuring transparency and accountability.

Shipment Management : Upon confirmation, Gloshipping forwards information to the selected agent. The agent initiates the shipping process and sends a Debit Note to Gloshipping for approval by higher authority. Throughout the transit process, Gloshipping diligently manages status, remarks, and follow-ups within Airtable, and sends the details to the consignor and consignee.

Automated Reminders : When shipment is closed, Airtable sets reminders based on Gloshipping's follow-up dates and remarks for proactive communication with agents and consignors.

Real-time Visibility : Key shipment details like Estimated Time of Arrival (ETA), Bill of Lading (BL) No, Carrier information, and Status/Remarks are displayed for improved visibility.

Results:

Reduced Processing Time : Tasks that took weeks or months are now completed in 2-3 days.

Improved Accuracy : AI-powered data extraction and automated workflows minimize errors by 90%.

Enhanced Visibility : Real-time access to shipment information and consignor interactions enhance visibility by 95%.

Increased Efficiency : Streamlined workflows free up human resources for more strategic tasks.

Improved Customer Experience : Faster turnaround times and proactive communication lead to a better customer experience.

Enhanced Performance Tracking : The new system enables Gloshipping to track agent performance, analyze rejection rates, monitor shipment processes, and gain insights into inquiry trends and origins.

Results:

iSquare helped Gloshipping to successfully utilize workflow automation to complete tasks quickly and efficiently. By leveraging AI and Airtable, a no-code platform, Gloshipping achieved significant improvements in speed, accuracy, and communication. This benefited Gloshipping's operations and also enhanced customer satisfaction through faster turnaround times and a more transparent process.

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