

PIONEER A NEW CLASS OF CUSTOMER SUPPORT

Delight your customer by improving the speed and accuracy of support response with live shipment events sourced directly from every supply-chain partner

THE CHALLENGE

The global 3PL industry will generate about \$900 billion revenue in 2019 in support of shippers around the world. Finding efficiencies and driving cost leadership is at the top of most 3PL CEO's agendas.

And with greater focus across the board on customer service, 3PLs are looking for information tools for their sales and customer support teams that include greater shipment visibility and access to real-time data and analytics.

Resolving shipment inquiries and tracking freight quickly and accurately, bypassing laborious manual procedures customer service teams use today could offer opportunities for margin improvement.

In this market, finding efficiencies and cost-savings simply can't wait. Competition is fierce and the first-mover advantage is real. New technologies have emerged that will provide solutions. Collaboration is key; so is trust.

63%

of shippers say that **visibility** was the most needed IT capability of their 3PL partner in 2018.

71%

of shippers say that 3PLs need real-time analytics for strong client relationships

97%

of 3PLs say their in-house supply-chain management systems are not proactive.

THE TRADELENS SOLUTION

TradeLens is a secure platform that gives you timely end-to-end supply chain visibility and data direct from partners - not simply a portal for data aggregation. These benefits extend to you and your trading partners and can be the difference your teams need to respond quickly to customers.

WHAT YOUR TEAM NEEDS TO DO

HOW TRADELENS CAN HELP



Consignment visibility control

Locate your customer's consignment with a view of where it is compared to its transport plan.

Access carrier and 3PL transport plans with end-to-end shipping milestones and updated, versioned documents on a single, secure.



Stay informed of shipment status

Gather the latest status updates from the multitude of parties to a shipment and relay to your customer.

All permissioned parties to a shipment can access more than 120 shipment events and document updates, communicated directly from the source.



Preempt transport plan challenges

Keep the customer's priorities your own, and identify likely exceptions to the planned shipment milestones while keeping an eye on time sensitive cargo.

Proactively manage exceptions with estimated, planned and actual milestone notifications that immediately publish associated data via API.



Manage the document flow

Review the status of the critical shipping documents to advise your customer on progress and any actions needed to maintain required delivery date.

Securely collaborate and share documents with supply-chain partners using blockchain-powered version control. Authorized parties to any shipment can immediately see when changes have been made, and by whom, along a shipment journey.



Be proactive

Provide your customer with live updates as required. When exceptions occur, be prepared with solutions for your customer.

Locate shipments using booking, equipment, bill of lading and client reference numbers and be notified of changes to transport plans and shipping documents.

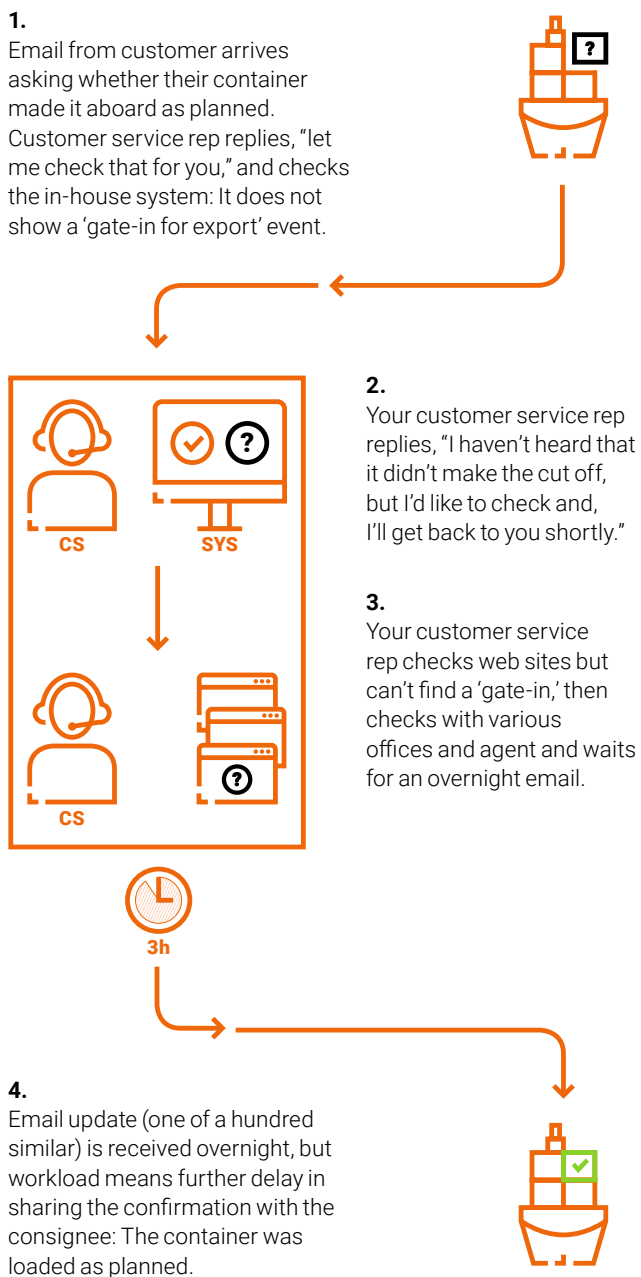
KEEP YOUR CUSTOMERS INFORMED WITH PLANNED, ESTIMATED AND ACTUAL EVENTS FROM MULTIPLE PARTIES

A consignee contacts you and asks whether their container made the departure cut off and is onboard the vessel.

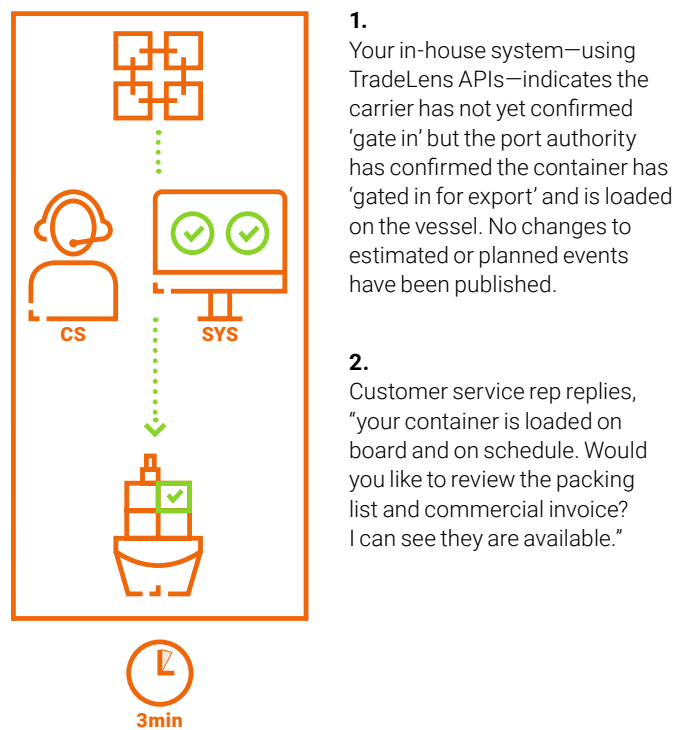
Today, the process of confirming the status of the consignee's shipment can be cumbersome and time-consuming.

Now let's see how TradeLens helps you help your customer:

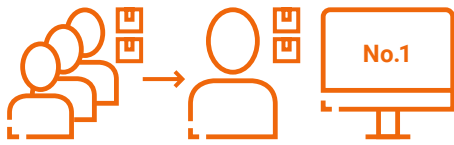
TODAY



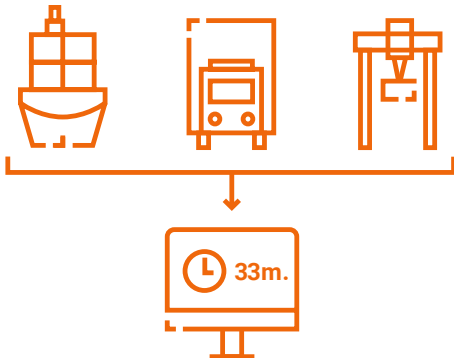
WITH TRADELENS



IN PRACTICE



In a recent pilot, a 3PL using TradeLens found they were able to significantly improve their ability to effectively respond to the question, “Did the vessel leave yet?”, reducing their staffing from ten steps and five people to **one step and one person**.



TradeLens saved the 3PL an average of **33 minutes** of emails, phone calls and manual EDI entry—per shipment. That translates to a savings of more than \$100,000 over the course of handling thousands of shipments each year. It also free’s up your best staff to focus on higher value customer engagement.

WITH TRADELENS YOU CAN

- + Trust you have a live, detailed view of the precise whereabouts of your customer’s consignment.
- + Proactively support your customers and with access to secure, authenticated information and key shipping documents.
- + Be confident that you are providing accurate updates to your customers with data direct from their source.

Contact your IBM or Maersk sales rep today to find out how you can increase productivity, cut down on query response times and drive greater customer satisfaction.

Or, reach out to us directly at www.tradelens.com/connect