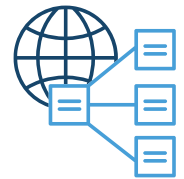


Freight Forwarder Quick Guide: The Three Pieces to Digitization



The freight forwarding landscape is changing. Digital and supply chain disruptions are prompting customs brokers and freight forwarders to rethink the way that they operate, provide information to customers, and connect with trading partners. Luckily, there are three methods that freight forwarders can use to enable digitization and better compete.

The Core Components to Digitizing & Becoming More Competitive



Customer-Facing Enablement

- Start to offer online rating tools so your clients can research your available rates
- Offer shipment visibility and customer access to their data and documents
- Enable real time tracking which could include integration or user management



Integration, Connectivity & Analytics

- Offer your clients the ability to send you data to “kick off” shipments
- Seamlessly pass this same data to your vendors and service providers
- Use data-driven analytics to drive insight through actionable intelligence



Smart Process Automation

- Offer your clients the ability to receive data automatically versus via manual lookup
- Send reports automatically without the need for user or customer queries
- Send milestone updates automatically and periodically to further enhance service

For more information on technology solutions that can help you transform your operations, contact us at info@descartes.com.