



Creating the Digital Freight Marketplace

THE CHALLENGE

Issues faced by a logistics, government, marine and energy solutions company:

- Sales and service processes were broken and **lack of 360-degree client view**
- The in-house team had to manage multiple systems to create shipment bookings
- **No visibility to customer** to track and view shipments
- Customer interactions was limited to phone and email

THE SOLUTION

Nagarro designed a holistic solution which included:

- **Salesforce consulting workshop** to provide best practices, process flows and demos on sales, service, marketing
- Leveraging communities to create a self-service platform to **automate shipment booking**
- **Digital engagement platform** for customer engagement via Emails, SMS, WhatsApp, Facebook, Live Agent, Chatbot
- Leveraging MuleSoft to integrate with shipping industry systems (Softship, CargoWise), CDM, ERP, OCR

THE IMPACT

The solution provided the below business benefits:

- Reduced the time to create shipments **hours to minutes**
- Enhanced customer engagement with digital channels
- Reduced administrative burden for managing multiple systems for shipment bookings
- Enabled the sales representatives to **close more deals**



Salesforce Products



Sales Cloud



Service Cloud



Community Cloud



Mobile Publisher



Salesforce Maps



Einstein



MuleSoft



AppExchange Products