

# Creating a Digital Freight Marketplace

Nagarro works closely with some of the leading companies in the Transportation & Logistics industry. Our Salesforce practice brings together the best experts in Transportation & Logistics and Salesforce to design transformative solutions that drive quantifiable business impact. The practice focuses on creating accelerators, designing best practices, developing re-usable artifacts and the continual education of our consultants.

## Salesforce Products

-   
Sales Cloud

  
Platform
-   
Service/Digital Engagement

  
Salesforce Inbox
-   
Community Cloud

  
Mobile Publisher
-   
Marketing Cloud

  
Salesforce Maps
-   
Einstein

  
MuleSoft



## The Challenge

A leading provider of marine solutions, energy and logistics services was facing immense challenges with their shipment booking process:

- The in-house team was overwhelmed with shipment booking requests.
- The team had to manage multiple systems to create bookings.
- There was no ability for the end-customers to track and view active shipments.
- Customer interactions were limited to phone and email.



## The Solution

Nagarro is collaborating with the client to create a Digital Freight Marketplace:

- Leveraging communities to create a self service platform and mobile app to view quotes, make a booking, submit documents (Bill of Lading, IMO) and track shipments.
- Enabling digital engagement with end-customers through Chatbot, Live Agent, WhatsApp, Facebook and SMS.
- Control tower allows end-customers to view shipments, payments, cases, exceptions, analytics and global visibility (Salesforce Maps).
- Bookings are linked to Sales Cloud and cases are linked to Service Cloud.
- Leveraging MuleSoft to seamlessly integrate with shipping industry systems (Softship, CargoWise), CDM, ERP and OCR.
- Utilizing Einstein image classification to generate quotes based on the images of the items to be shipped.



## The Impact

The solution provides the following business benefits:

- Reduced time to create shipment bookings from hours to minutes.
- Enhanced customer engagement with digital channels like WhatsApp, Live agent, Chatbot and Social media.
- Reduced administrative burden of managing multiple systems for shipment bookings.
- Streamlined the sales and services process for enhanced productivity.