

Consolidating Ocean Carrier Updates to Deliver Exceptional Customer Service



Accelerated Global Logistics (AGL), an international freight forwarder headquartered in Seattle, is using Descartes Advanced Ocean Tracking™ (Descartes AoT™) solution to consolidate status updates from ocean carriers and stream this data into their forwarder transportation management system (TMS), Descartes OneView™. With staff no longer checking multiple carrier websites for status updates, the Descartes solution is enabling AGL to expand into other industry service niches to boost revenue.

“Being able to use Descartes Advanced Ocean Tracking within our forwarder back-office system is a plus for our operational efficiency. The technology allows our staff to access messaging from over 70 ocean carriers and 500 ports from one dashboard-driven solution. With Descartes, we can continue on our growth journey and provide the highest level of personalized customer service for which we are known.”

Noe Chavez

Co-founder & Managing Member
Accelerated Global Logistics, LLC

Company Profile

Advanced Global Logistics, LLC
Transportation and Logistics Services

Descartes Solution

Descartes Advanced Ocean Tracking™
Descartes OneView™

About the Client

Accelerated Global Logistics (AGL) is an international freight forwarding company that facilitates air, ocean, and land transportation. AGL recognizes that each client and each shipment has unique accommodation and scheduling requirements. We're exceedingly proud of our record of serving clients with integrity, consistency, and accuracy. AGL seeks to be the strongest link in any supply chain. Customers can rely on AGL as a trusted partner in achieving business goals. Learn more at www.agl-forwarding.com

Quick Overview

Challenge

Accessing Multiple Ocean
Carrier Portals

Solution

Stream Ocean Carrier Status
Messaging into Existing Systems

Results

- Increased Efficiency
- Exceptional Customer Service
- Free Resources for Growth
- Increase Profitability

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Challenge: Accessing Multiple Ocean Carrier Portals

Accelerated Global Logistics is a growing company that is expanding into new shipment specializations. While the business traditionally serviced customers that shipped perishable goods such as seafood, fruit, and floral cargo; other industries such as the oil and gas sector, were being added to its client base. Given the time-sensitive nature of perishable freight and oil shipments, clients expected a quick turnaround on customer service. In order to provide customer updates, operations staff needed to check a range of carrier websites and were spending a growing amount of bandwidth to obtain status updates. A solution was needed to advise operational staff of exceptions automatically and to reduce time spent in carrier portals.

Solution: Stream Ocean Carrier Status Messaging into Existing Systems

With a goal of serving clients with consistency and accuracy, AGL is continuing to expand. The need to balance business objectives, maintain its growth trajectory, and still meet customer expectations became challenging. As a result, the company realized that it needed to tap the expertise of a technology provider that could gather and collect ocean carrier status messages and keep staff apprised of exceptions from within Descartes OneView, AGL's forwarder back-office system.

"Our business is based on providing stellar customer service as well as our rich knowledge of evolving customs regulations," said Noe Chavez from Accelerated Global Logistics, "We understand the complex nature of logistics and use our expertise to move our clients' freight efficiently. Word was spreading that Advanced Global Logistics is the go-to forwarder to move not only perishable goods, but to transport cargo in the oil and gas sector. As a result, our business continues to grow in parallel to our client base."

"As we expanded into new industries, the volume of inbound calls and emails began to increase. Our operational staff serviced some of the customer inquiries by manually logging-in to ocean carrier web portals to obtain statuses. While this approach was feasible with a lower volume of service calls, the demands on resources began to become burdensome. Not only that, but constantly changing from one portal to another interrupted productivity. A critical threshold was reached where we knew that we needed ocean carrier data to populate Descartes OneView."

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Increased Efficiency

By eliminating the time-consuming manual processes of checking ocean carrier portals, AGL is able to improve operational and staff performance.



Freed Resources to Grow

With less labor required to continuously log-in to and monitor ocean carrier portals, employees are refocused on tasks that expand the business worldwide.



Exceptional Customer Service

With Descartes, resources are freed to do what AGL does best— provide premiere customer service in the time-sensitive perishable goods and oil industries.



Increased Profitability

Since Descartes Advanced Ocean Tracking delivers ocean status messages within Descartes OneView, AGL is better equipped to drive-up profitability and scale.