

# Freight Forwarder Quick Guide: The Four Pieces to Digitization



The freight forwarding landscape is changing. Digital and supply chain disruptions are prompting freight forwarders to rethink the way that they operate, provide information to customers, connect with trading partners, and deliver competitive pricing. Market leaders are transforming their operations by adopting and embracing the four critical components to digitization.

## The Core Components to Digitizing & Becoming More Competitive



### Providing Customer-Facing Enablement

The first component to becoming a digital forwarder is to provide customers with the on-demand digital experience that they expect.

With the right technology, digital forwarders can better ensure customer retention by enabling clients to book, ship, quote, and track on-demand with competitive pricing with service choices.

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### Collecting Data & Effective Integration

The second part to digitization is to move away from labor-intensive integration and connectivity practices and adopt more modern and flexible protocols such as APIs.

Digital forwarders are also using networks that can link multiple internal systems and easily connect with logistics partners via a range of options.

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### Effective Process Automation

The third component to becoming a digital forwarder is to untangle from legacy, analog-driven processes and re-focus resources on higher value services.

Digital forwarders are using technology to automate low-value tasks so they can nurture customer relationships and take on more business.

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### Adopting Global Price Management

The fourth component to digitization is to adopt a new class of solution called Global Price Management (GPM). This solution takes rating, margins, capacity, and schedule data into account to provide customers with comprehensive pricing and service choices.

Digital forwarders are combining a digital customer experience with GPM to improve profitability.

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Descartes can help you digitally transform your customer experience and back-office operations. For more information and to explore your digital journey, email [info@descartes.com](mailto:info@descartes.com).