

A global shipping major improves their container booking turnaround time by 53%



One of the leading global shipping conglomerates grappled with operational inefficiencies stemming from a convoluted container booking system, ranking among the top three globally. The intricate, real-time booking procedure traversed diverse channels such as EDI, Web, Email, and Phone, amassing a daily volume of 8,000 to 10,000 bookings. Alarming was the discovery that approximately 40% of these orders contained incomplete information, compelling agents to painstakingly verify availability across 10 disparate systems and offline inventories while considering multiple parameters. These procedural intricacies not only contributed to service level agreement lapses but also eroded the overall operational productivity, resulting in a suboptimal customer experience.

Within the framework of PolarisEdge, we engineered the iAutobook solution, strategically leveraging APIs to seamlessly interface with the customer's iBook application, specifically designed for processing container bookings. Our methodology adopted a comprehensive 4-pillar approach, incorporating process harmonization and digitization, orchestration and integration, a no-touch solution, and automation.

Under this streamlined system, bookings meeting all business criteria were instantaneously and impeccably confirmed by autonomous bots, eliminating the need for any manual intervention by agents. Meanwhile, for requests that required additional attention, our sophisticated bots automated 80-90% of the intricate process, with agents seamlessly accessing the iBook platform to provide the final confirmation for the booking. This holistic approach not only optimized operational efficiency but also significantly enhanced the overall reliability and responsiveness of the container booking process.

\$ 2.3 Mn

Annual cost savings

53%

Improved turnaround time for each request

50%

bookings processed with touchless automation

Unlocked Efficiencies at scale



Improved operational productivity for the container booking process by 45%



Digital Worker, part of PolarisEdge delivered touchless automation for 50% of the bookings



Facilitated easy definition, orchestration, and management of processes for business users, minimizing the need for extensive code and manual intervention.



Successfully standardized and automated process variations across 12 countries, providing clients with the capability to scale their automation efforts.