



Contactless Tracking: Offering crucial First/Last mile data to you and your customers

Edd Dorr - Director, Community Integration Services

Air cargo marketplaces have been around for a long time - Global Freight Exchange or GFX (1998), Cargo Portal Services or CPS (2003) and EzyCargo (2003) are some of the more prominent ones from the past. More recently, we have had more entrants into this space such as WebCargo, FREIGHT.AERO, Cargo.One and CargoAI to name a few. These platforms use a variety of integration mechanisms such as Cargo-IMP, airline specific APIs or other means to connect to the respective airline systems. While Cargo-IMP is near universal in its reach and acceptance, it is limited by its functional capabilities.

Mobile technologies like camera phones, applications, and handsets have given great flexibility and options that allow unprecedented levels of connectivity. These are tools that most individuals have readily in their pockets and are uniquely comfortable to operate - whatever the circumstances.

Pre-automation, only 45% of these events were recorded correctly, on time or at all. In light of this, many freight forwarders have opted to use mobile technology for first/last mile tracking of shipments. However, most often, forwarders develop a costly app and must ensure their truckers download it and use it to scan shipments, which automatically updates onto a transport management system (TMS). Furthermore, much of the technology associated is sluggish to update them in a TMS, often updating a pick-up update after the shipment has been delivered. These apps can also consume a huge amount of storage or data on a truckers' mobile (most often their personal device).

Enter the QR code

With QR technology, we can bypass the app - the most costly part of the automation process - all together. Without the need for a dedicated app or closed ecosystem, users simply use their mobile's camera to scan a QR code, which links all the relevant information to a URL inside Shipply.Truck. The information is automatically populated and transmits time, date, geolocation and images via API to any freight forwarder's TMS.

"In addition to the fast and completely digitized process of data transmission, it is ideal for us as a courier service provider that you do not have to register or download an APP beforehand. Subcontractors can also use the application without any additional effort."

- Sohrab Kahloon, Deputy Managing Director, K Plus Kurierdienst, Frankfurt Airport

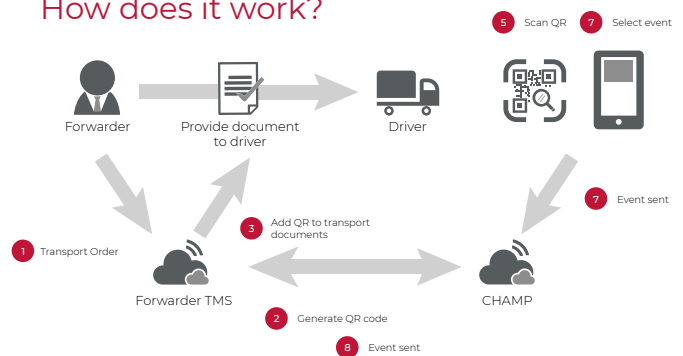
What is the ROI?

Aside from the upfront savings of implementing a costly and cumbersome ecosystem via an app, implemented - the solution makes significant operational gains. CHAMP's partners in Central Global Cargo (CGC) have seen a 40% increase in data reliability since implementation. The efficiency gains also extend to operational shortcuts leading to a 5m15s time-savings per shipment.

"Thanks to the QR code, we can quickly transfer all pick-up and delivery data via mobile, and above all a digital copy of the proof of delivery. This saves us a lot of phone calls and emails."

- Abdelhamid Bouchaar, Managing Director Bouchaar Transport Service e.K.

How does it work?



The data collected can also offer metrics for the company to measure long-term efficiency and allocate vital resources to more lucrative routes.

Furthermore, the realization of real-time data in first/last mile tracking offers customers the service that is now an expectation, not a perk. Would your customers value this additional visibility? Watch this space for more information on Shipply.Truck.

In the meantime, if you are interested in hearing more, contact marketing@champ.aero for more information.