

Best-In-Class Freight Forwarder Case Study



Union Air Freight leverages on the benefits of Kewill Forwarding to handle increasing number of shipments

About Union Air Freight

Since its establishment in 1985, Union Air Freight grew steadily to be one of the Top 10 Agents of Singapore Airlines (1987 – 2001, 2006 – 2007). With a focus on customer service excellence and delicate handling of cargo, Union Air Freight's name spreads throughout the industry and she earns a reputation in the niche market of handling perishables like live tropical fish, cut flowers and pharmaceuticals. Her extensive customer data base includes household names such as Zuellig Pharma, Sunbeam Aquarium and Qian Hu Corporation.

The Challenge and Solution

Like every growing company, Union Air Freight's increasing number of transactions begins to pose a challenge. Operational procedures and workflow needs to be streamlined for new staff to learn as fast as possible and communication channels have to be improved for a consistent delivery of customer service excellence. Maximizing the value of each human resource hired has also moved up the priority list. This is to ensure that the company's profitability remains or even increases as overheads and costs escalates.

With new challenges abound, Union Air Freight looks to upgrading their current L2000 system with Kewill Forwarding, an end-to-end integrated freight management system with track and trace visibility and a 24/7 web-portal that customers can log in anytime and anywhere.

With a more streamlined workflow and automated reminder alerts, training of new staff and standard operational procedures (SOPs) are smoothened out as it reduces mistakes caused by oversight. An end-to-end shipment status visibility saves man-hours that are otherwise spent in calling and liaising with carriers, agents and customers. Any form of management reports (e.g. top 20 customers list, profits in the last quarter etc) can be self-generated free of charge. Important documents such as airway bills and manifest can be exported to Microsoft or PDF formats and sent electronically to customers in a bid to increase productivity.

The benefits of Kewill Forwarding goes beyond just another IT system that automates your operational procedures but one with marketing capabilities to retain and attract customers as the logistics market gets more competitive and profit margins tightens.

Customer's Quote

Mr Edward Tan, Managing Director of Union Air Freight: "Union Airfreight will be deploying Kewill Forwarding and the L2000 Financial System. We have been supporting Kewill for the past 20 years because they have provided us with personalized and responsive service throughout these years. The professionalism they displayed and the growing strength of the company is an assurance to us."

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