



The Röhlig Logistics Digital Journey, Accelerated by Magaya



ABOUT THE COMPANY

Headquartered in Bremen, Germany, Röhlig Logistics boasts more than 2300 employees throughout 150 offices in 30 countries on all continents. The company is family-owned and operated with a focus on intercontinental air, sea, and contract logistics. With decades of experience in the industry, Röhlig started its digital journey in 2017 and the company has seen significant success, growing by 10 percent annually.

“Röhlig Logistics combines a strong customer focus with high standards for quality and value. We are digitizing the supply chain with state-of-the-art technology, enabling us to deliver optimized services for our customers,” said Conrad Franchi, Chief Digital Officer at Röhlig Logistics.

THE SITUATION

Röhlig Logistics had a clear request from many of its global customers for self-service visibility into shipments. The company's internal development team started working on a solution, called REALTIME, which provided simple track & trace functionality in 2012 and was then developed into a robust customer portal that featured access to all shipping information and documents for its customers.

Customers further expressed a need for digital quoting with online access to spot rates. The Röhlig development team got to work developing a customer-facing solution that would be easy for their shipper customers to use.

THE CHALLENGE

After spending five months working on a self-service portal prototype, the in-house development team delivered its pricing manager to gather and manage spot rates together with its first front-end solution. The pilot went live in 2019 and proved the value of the offering.

However, as customers started asking for more features and functionality, the Röhlig team clearly understood the complexity of developing a customer portal that could deliver transparency, control, and ease of use along with self-service access to schedules, quotes, bookings, and reporting that customers desired. Therefore, the team made the decision to look at third-party options to see if a partner could deliver a completed solution instead of spending further time and resources developing its own solution.

“Röhlig Logistics looked at customer-facing portal solutions from Logixboard, ItsMyCargo, Kontainers, Freightify, and Magaya. The Magaya Digital Freight Portal was the clear standout solution,” commented Franchi.

THE SOLUTION

Combined with Röhlig’s pricing manager to pull in spot rates, the Magaya Digital Freight Portal provides an immersive digital experience for Röhlig’s shipper customers with easy self-service access to quotes, schedules, bookings, shipments, tracking, and reporting - all from an intuitive custom-branded digital portal.

Additionally, the Röhlig team can respond to an RFQ with an offer from within the portal, manage schedules to provide customers with the next available departures for easy booking, follow up on shipments collaboratively with customers (including file sharing and digital archive), chat in real-time, as well as manage margins and provide customized pricing.

The Magaya Digital Freight Portal has quickly established Röhlig Logistics as a leading digital freight forwarder to deliver the transparency, control, and ease of use that their modern customers requested, including:

QUOTATIONS

Röhlig customers can quote instantly from the portal

- Multiple or single pricing options per trade lane
- Spot or contract rates

SCHEDULES

Röhlig customers can create complex multimodal, multileg routes

- Simple and clear design highlighting the most important calls to action
- Google Maps interface to display routing options graphically

BOOKINGS

Röhlig customers can book based on their quote

- Start from a quote, schedule, or copy a previous booking to save time inputting details
- Save bookings as drafts

SHIPMENTS

Röhlig customers have a full view of their running shipments

- Keep up-to-date with customizable milestones
- Users can also receive emails and in-app notifications

TRACKING & VISIBILITY

Shipments are visible to Röhlig customers in real-time

- AIS vessel positions for shipments underway
- Configurable push notifications

REPORTING

Röhlig customers can build, download, and even schedule their own reports

- Easy report builder
- Download and schedule reports to be sent via email

PURCHASE ORDERS

Röhlig customers can create purchase orders online

- Turn POs into shipments easily
- Full archive and template function for all POs

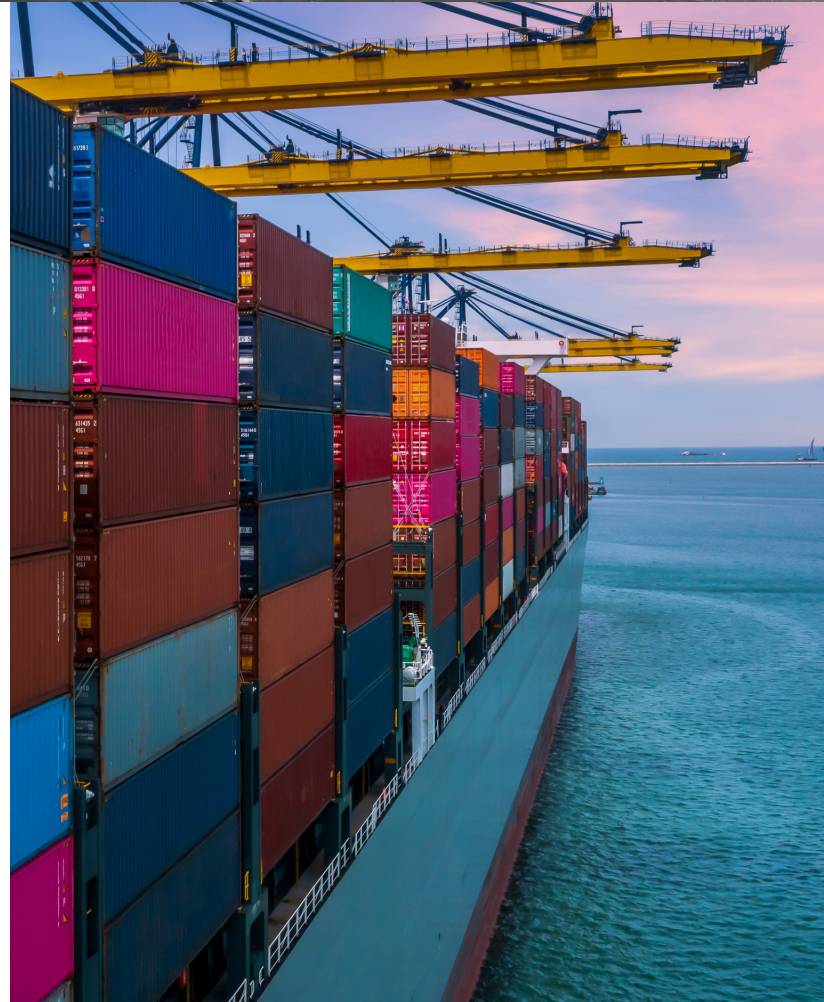


THE RESULTS

“The Magaya Digital Freight Portal digitized the entire Röhlig customer experience, delivering a customer communication platform and setting the stage for change,” noted Franchi. “Once we merge our legacy REALTIME solution with the Magaya Digital Freight Portal, we will have more than 12,000 users online in 2023, who represent 40% of the entire GP business of our company.”

Röhlig customers love the hands-on, insightful, easy-to-use Magaya Digital Freight Portal with the self-service functionality they requested, including tracking their shipments online without having to send emails or make calls, viewing schedules and quoting online, as well as the ability to build, download, and even schedule their own reports for all transactions.

In addition to generating new business and developing strategic growth initiatives, Röhlig has benefited from streamlined processes including direct collaboration with customers online, improved productivity by automating the repetitive tasks related to the sales cycle, and reduced cost-of-sales and conversion times with online quotations.



ABOUT MAGAYA CORPORATION

Magaya delivers a Digital Freight Platform that accelerates growth with flexible, interoperable, and modular cloud-based solutions designed to optimize and digitize end-to-end logistics operations and customer experience. Whether used together as an integrated digital freight platform or independently, Magaya solutions enable businesses of all sizes to streamline complex and redundant processes, enhance the customer experience, optimize productivity, reduce costs, and grow revenue. At Magaya, we are passionately devoted to ensuring our customers' success through our innovative technology and comprehensive array of related professional services. We take great pride in our people, experts in the field of logistics automation, who are always willing to go the extra mile for our customers. There are no limits to your growth with Magaya. Visit [magaya.com](https://www.magaya.com) to learn more.