

AIRFREIGHT EXPRESS

How to improve efficiency with your current systems

Core Freight maps out three-point strategy

Now more than ever clearing and forwarding agents need to review their systems to ensure that they are maximising their potential.

"Each organisation has different requirements and it is important to consider the IT applications they use to meet them," says Glenn Lawson of Core Freight Systems.

"Not all applications are the same, either in terms of the functionality they provide or the manner in which such functionality is delivered."

In order to help agents to evaluate their systems, Core Freight has identified a three point strategy:

- Review existing business processes to identify areas where greater efficiency can be achieved. Avoiding duplicate capture of data as a shipment is processed is a basic example where data used in a forwarding file should be available for a subsequent clearing file.
- Identify areas of additional functionality that could be implemented immediately.

Areas to consider which are particularly pertinent at present include real-time credit control, file profitability analysis and strengthened disbursement

control, if these are not optimally addressed in terms of the existing business process.

Other areas may include automated document image archiving, or the client access of shipment details over the internet.

- Consider potential future business requirements. The interchange of data electronically with trading partners can have huge benefits in terms of processing time and accuracy, although this may require some effort in getting the counterparty to participate in the process.

"Achieving these objectives need not be complex or time-consuming," says Lawson. "A simple demonstration of the processing inherent in an application using a realistic example will show which areas are adequately covered and reveal opportunities for enhancement within a company's systems."

And Lawson believes it's the



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actual functional users that should be participating in the process, in addition to the parties responsible for decision-making. "If functional benefits are apparent from the exercise, the agent should then consider the other elements, including costs and timing, which will need to be addressed and resolved prior to taking any action.

"At least if you have conducted the exercise you know what your options are," he said.

