Specialized bookings made easy on CPS

Many people used to think that eBooking would only be suitable for standard freight shipments and that a phone call would be needed to book specialized services.

The latest innovation on Cargo Portal Services (CPS), developed in conjunction with Air France-KLM Cargo, gives customers a clear way to be sure they are choosing the right product and special handling for their shipments.

The innovation starts by presenting a commodity field in the booking screen, on which are listed the dozens of types that can be shipped.

When a commodity has been selected, the adjacent field displays those Air France-KLM products that can carry transport that commodity. When the product is chosen, the screen presents the list of mandatory and optional special handing codes for the client to choose.

The result, says Air France-KLM Cargo’s manager development and support, Hans Korbijn, is that the customer no longer needs to be an expert in the carrier’s product definitions to find the one that is most suited to their needs.

"With this change, our clients benefit from the wide range of services and options we offer but, more importantly, every booking they make through CPS is now an eligible one and more likely to be confirmed first time."

Every booking they make through CPS is now an eligible one and more likely to be confirmed first time

The new function is one of several ways in which Air France-KLM Cargo has worked with the CPS team to tailor services to its business needs. Korbijn says each time he has been impressed by the responsiveness and flexibility of Unisys staff. "When we come to them with ideas or changes, they are always happy to discuss our needs and quick to respond," he says.

He adds that implementing a change of this kind is always a learning process – with the carrier having to learn what is possible from an IT perspective, and systems people needing to understand the business needs. "This has been a very pleasant collaboration to produce a great solution," Korbijn says.

Korbijn is confident the new feature will further increase use of the portal by Air France-KLM Cargo customers. "CPS already accounts for a good percentage of our bookings, but we need more customers to book this way," he says. "It helps us, it helps our customers, and it improves quality too. If you give information over the phone mistakes can be made when it is written down and keyed into another system. Online, the customer is in full control of information from the start."

© 2014 Unisys Corporation. All rights reserved. Unisys is a registered trademark of Unisys Corporation. All other brands and products registered herein are acknowledged to be trademarks or registered trademarks of their respective holders.