

INDUSTRY NEWS

ON A MISSION TO SIMPLIFY SHIPPING

Recently-appointed Managing Director Richard Hogg has been handed the task of leading Unsworth, the leading independent consolidator, through a demanding landscape of economic uncertainty, Brexit and digitalisation. But Richard relishes the challenge, because he has well laid plans to simplify shipping and empower the shipper.

Among Richard's first tasks has been to oversee the re-launch of Unsworth's digital rate platform, 'Cargocost', together with the introduction of a suite of digital business intelligence tools, that are designed to position Unsworth 'as a forwarder first, and a technology expert second.'

Technology is undoubtedly transforming shipping, but Unsworth believe that too much attention been given to the tech and the 'disruptors,' rather than the value either actually provide shippers.

Unsworth's technology solutions are focused entirely on simplifying shipping and empowering the shipper.

The objective is to build a different future for freight forwarding and shippers, by taking shipping to the next level, with instant pricing, simple shipment booking and transparent processes.

Building on the foundation of the original 'Cargocost', which launched in 2009, the latest iteration is the simplest and fastest yet. With shippers able to create an account, obtain pricing, select their preferred service and complete the shipping booking in under 60 seconds, on any device, at any location.

Not content with streamlining and accelerating the booking process, Unsworth put the shipper in control, by providing the information they need, when they need it. With total supply chain visibility and control just one-click away.

Every consignment is visible, on its own unique dashboard, accessed by shippers with a unique link that is embedded on every communication related to that shipment.

Their 'One-Click' dashboard shows where the shipment is at any time, from beginning to end, so that they know exactly when their cargo will be delivered.

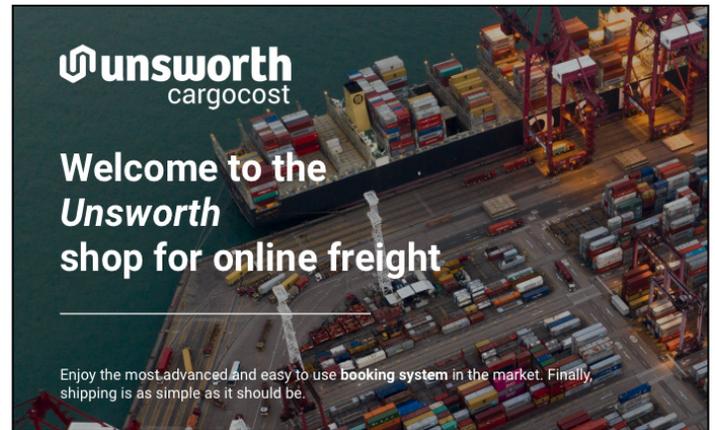
Unsworth's focus is on developing technology that improves the end-customer experience, by delivering improved supply chain visibility and control, which allows customers to make better, more informed business decisions, by accessing the data that sits behind their supply chains.

Launching in November, Unsworth Pathway puts real power in the shippers hands. A unique supply chain tool that means shippers will no longer need to ask, as they will simply know.

The Pathway development team had a simple brief. To remove complication from the shipping experience and simplify associated processes, with total transparency, visibility and control, with information available on any device, at any time. ▶

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can be found at
unsworth.uk



The result is a leading-edge supply chain management system that the client engages with through their bespoke dashboard, which makes Unsworth Pathway simple and effortless to use.

Pathway is an ultra-secure cloud-based solution that deploys the latest technologies, with future-proofed capability to incorporate advances in geo-fencing, gps and Blockchain

An online platform available across all devices, Pathway contains all the information, communication and documentation associated with every movement. Live KPIs let shippers track the performance of their supply chain participants in real-time, with customisable reporting and Business Intelligence tools for in-depth analysis.

And while there is an essential need for technology – it's an essential tool that has the potential to offer competitive advantage – there will always be a powerful requirement for the common qualities of a freight forwarder, in delivering consistently unfailing customer service.

For Unsworth customers it means that, when there are shipping issues, they know that they can pick up the phone and get straight through to their account team, at any time.

Unsworth is a freight forwarder, a very knowledgeable freight forwarder, that also understands the power of technology, when it is focused on customers, in delivering value and simplifying their business operations.

This client-centric approach on the tech side is a key element in Unsworth's continued growth in a challenging environment now and into the future. ■