

CASE STUDY

# SOZO LOGISTICS IN THE RACE TO BECOME A GLOBAL DIGITAL FORWARDER

Full Case Study of Sozo Logistics Journey with SFL Insights  
and their future Automation plans

Author: Wendy Chetty



# Third world company in the race to become a digital forwarder

In a world which is ever so changing, and it feels like an accelerated movement into a digital space overnight. With many companies striving to become a Digital Workplace, the Freight Forwarding Industry is in a race to become Digital Forwarders. South Africa always known as a Third World Country to fall behind with the global updates and Technology

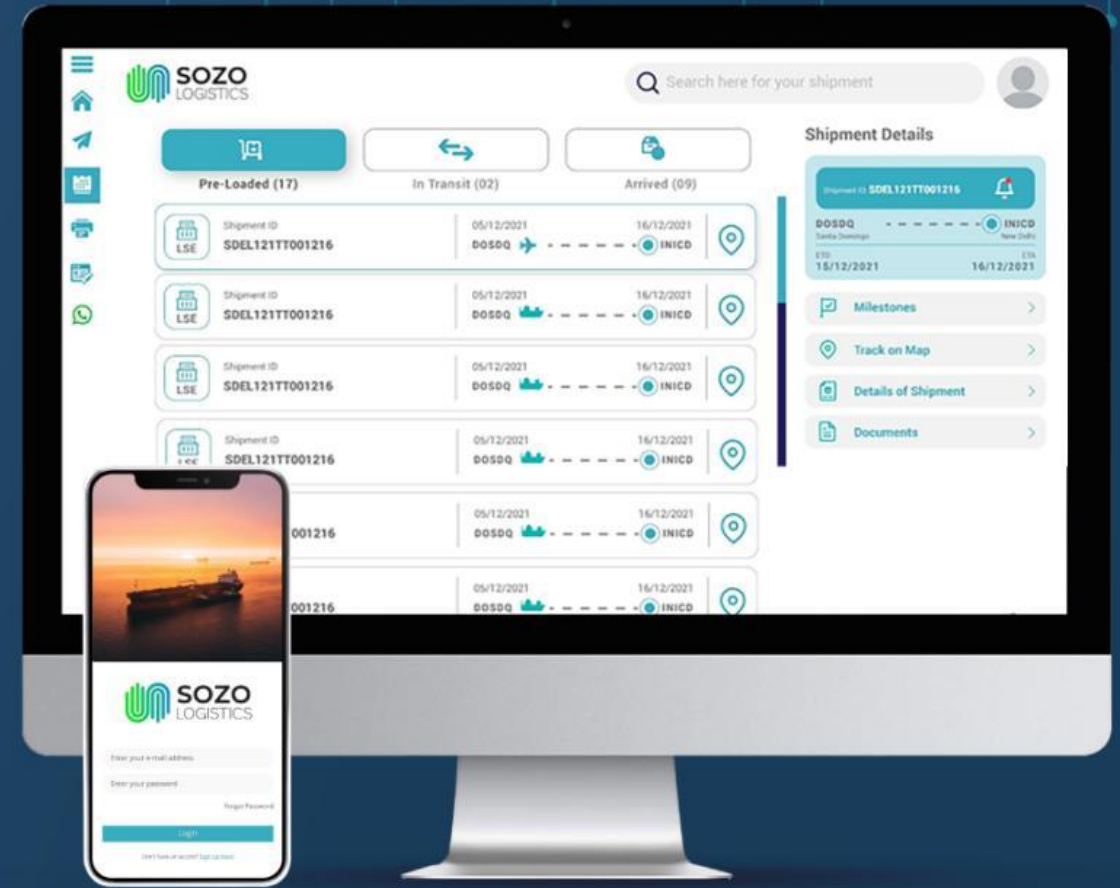




Sozo Logistics proved that's just a myth because they are one of the first South African Companies to have their own White Label Mobile and Desktop App connected directly to their CargoWise One system.

“ Like any enterprise technology deployment, it is vital to have an understanding of what problem the solution is intended to solve — find the why,” Killinger said. “What are you trying to accomplish? Is productivity faltering due to clunky systems, archaic circuitous processes, unneeded task repetition and redundancy — and are these problems stemming from technology, process, a deficiency in training, or a policy issue? ”

**Brad Killinger**  
CEO of Sapience Analytics



# Company Overview

SOZO Logistics is a privately held global logistics company with offices in South Africa and the USA, complemented by a strong network of partners globally. Founded 19 years ago with the principles of a corporate logistics firm, and the flexibility of owner-management, shareholders are personally invested to ensure that every shipment is handled with personalization.



Shipped to  
**137** Countries Globally



Servicing  
**423** Countries



**19** Years In Business



**70** Employees



Based In  
**USA and SA**



# Company Overview

- Sozo Logistics implemented CargoWise One in 2017 with Soft Freight Logic (SFL) as their service partner.
- The clients main focus was to increase service levels by giving their clients access to real – time tracking and notifications.
- Webtracker was implemented for Sozo to be able to fill the gaps and give clients more access to their shipment info.
- In early 2020, the world as we know, started going into worldwide lockdowns due to the pandemic. Joshua Watson, Chief Business Development Officer saw the need to become a Digital Forwarder.
- Webtracker, a component of CargoWise One would fulfil the clients needs but only to a certain extent. Webtrackers limitations on shipment data, graphics, user-friendliness, and access to shipments on Mobile needed a step up.



Implemented CW1 in 2017 - Increase service level

Decrease Email Notifications –  
Reduce Manual Tasks



Increase Real Time Tracking and Notifications - Increase Timeous and Accurate Tracking

Digitalise SOZO to become a Digital Forwarder  
- Optimise and Automate Operations



Beat the Competitive Market - Faster Turnaround Times

Automate Tasks and Notifications -  
Implemented Webtracker and Website Revamp

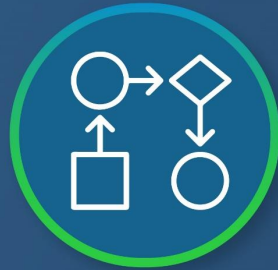


Webtracker CW1 Limitations - Access to Shipments on Mobile device

“It's like, you know, we're trying to save the environment, but we still flying our private jets to the World Economic Forum to talk about how we should save fuel and fossil fuels.”

- Joshua Watson -

# SFL Insights gains Competitive Advantage in the Logistics Industry



Automate Tasks with Workflows



Automate Track and Trace and Quote Process with Webtracker



Limitations with Webtracker was replaced with a Mobile and Desktop App version of SFL Insights



Increase internal communication with WhatsApp chat on app



Easy upload of documents synced with your CargoWise One system



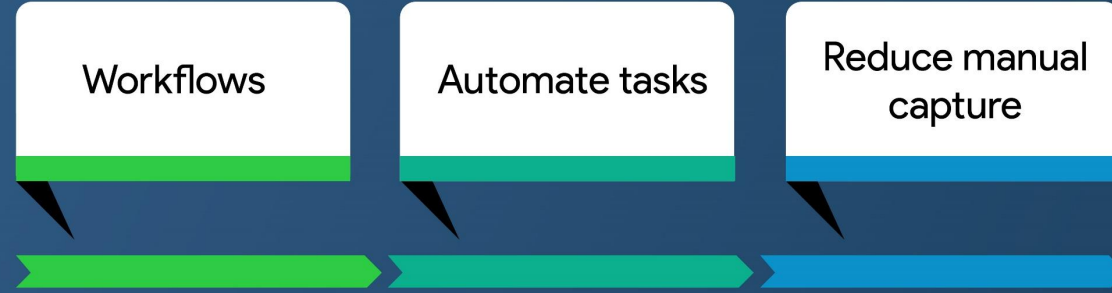
Built in automated notifications when milestones or docs added, Credit limit increases, Warehouse CW1 Automations



# SOZO SOLUTIONS

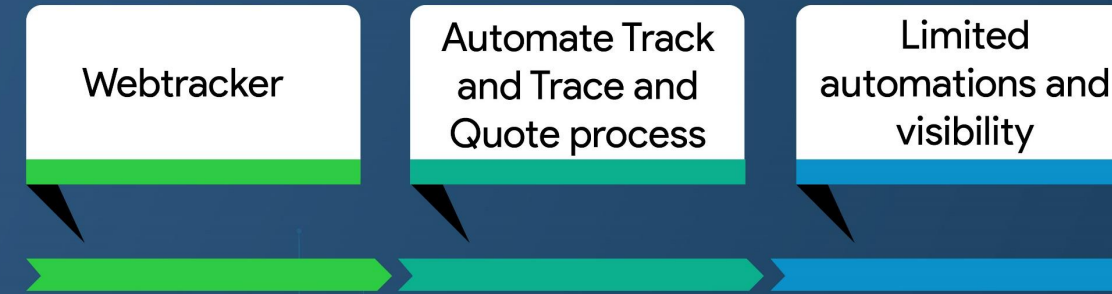
1

## Automate Tasks



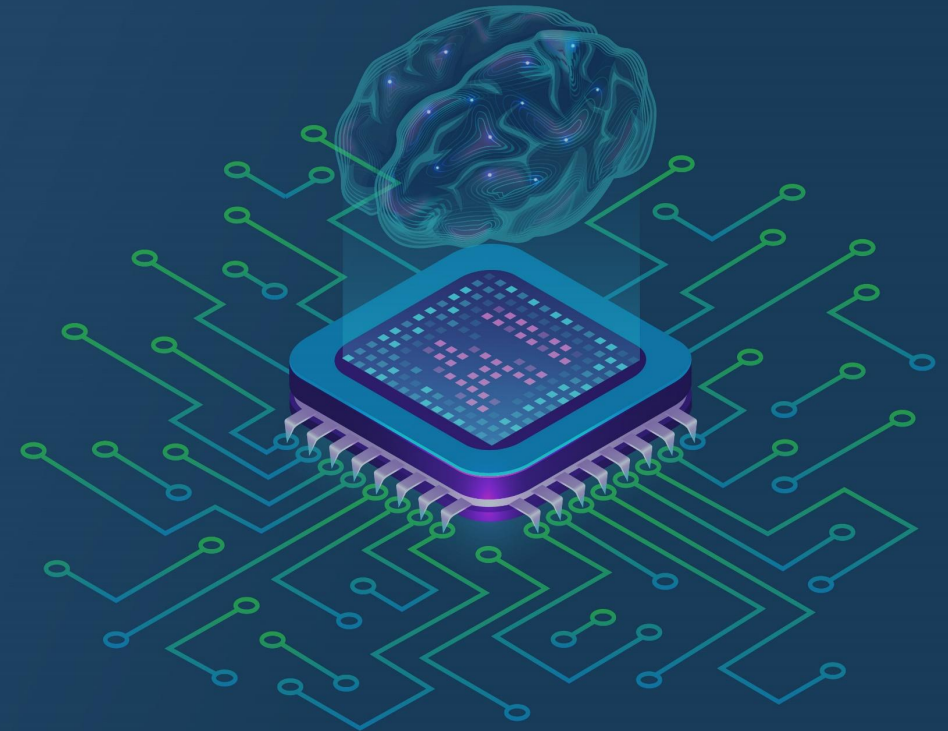
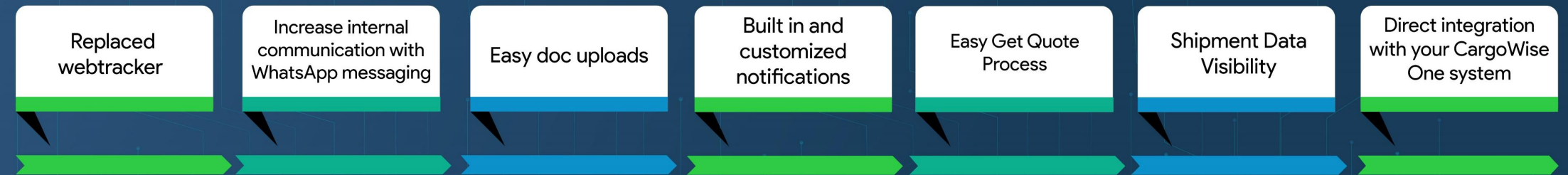
2

## Automate Track and Trace and Quote process



3

## SFL Insights



# SFL Insights Features used by SOZO



White Label



Account Statement



Shipment view and Upload of Documents



Mobile App for Easy Access to view and upload documents on Shipments



Global Container Tracking on Map View



WhatsApp Chat Communication for easy sharing of information for quicker results and solutions.



Unlimited Users



Check User Log

“The shipments it looks and feels better and it’s more crisp and it’s more smooth, but it’s definitely everyone’s kinda going in this direction. I just would rather be ahead of the curve before everyone else starts catching UP”

- Joshua Watson -



# How did SFL help Sozo Logistics

Having a reliable service partner to guide you through your digital transformation is vitally important. You need a service partner who will continuously look to improve your business as a whole. In the space of 3 years SFL is proud to have digitally elevated one of our first African based clients.

SOZO	SFL
Implemented CargoWise One in 2019 and joined forces with SFL as their service partner from 2019	SFL Staff familiar with clients' operations – less client resources utilised for project implementation and setup
Less time wasted on processes and internal controls etc	Reduction in manual customer notifications, phone calls and emails
Accuracy on milestones and increase in service levels	Giving sales a tool to differentiate themselves from their competitors
White Label Solutions	Brand awareness
Access to information from your CW1 system to your Mobile and Desktop in real time	<b>Increase in customer retention</b>
Easy access to upload Documents	<b>Upload docs on App that is automatically saved onto CW1 E-dcos</b>

# SOZO - ROI

	Monthly Time Saved						
	Number of Jobs/Transactions	Manual time (mins)	Automated Time	Mins per transaction	Total Minutes Cumulatively	Total Hours	% Time Redused
<b>Inquiries</b>	<b>1070</b>	<b>55</b>	<b>10</b>	<b>45</b>	<b>48,150.00</b>	<b>802.50</b>	<b>82%</b>
<b>-Export</b>	<b>620</b>	<b>30</b>	<b>5</b>	<b>25</b>	<b>15,500.00</b>	<b>258.33</b>	<b>83%</b>
<b>-Import</b>	<b>450</b>	<b>25</b>	<b>5</b>	<b>20</b>	<b>9,000.00</b>	<b>150.00</b>	<b>80%</b>
<b>Track and Trace (Container and Air Cargo)</b>	<b>1030</b>	<b>8</b>	<b>1</b>	<b>7</b>	<b>7,210.00</b>	<b>120.17</b>	<b>88%</b>
<b>-Per Milestone</b>	<b>500</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1,000.00</b>	<b>16.67</b>	<b>67%</b>
<b>-Follow up</b>	<b>500</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>1,500.00</b>	<b>25.00</b>	<b>100%</b>
<b>Customer Complaints</b>	<b>750</b>	<b>15</b>	<b>1</b>	<b>14</b>	<b>10,500.00</b>	<b>175.00</b>	<b>93%</b>
<b>Statment of Account</b>	<b>50</b>	<b>10</b>	<b>1</b>	<b>9</b>	<b>450.00</b>	<b>7.50</b>	<b>90%</b>





**Total Hours Saved = 1,105.17**



**Average Data Capture per Hour = \$7.00**

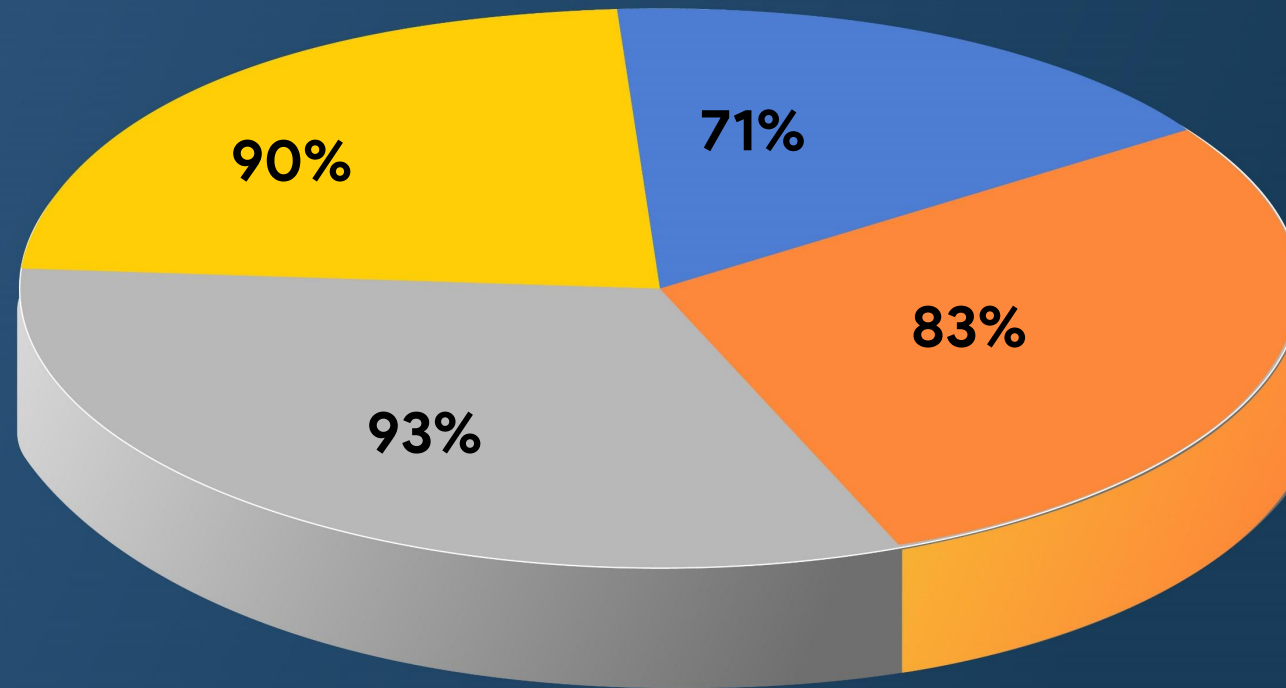


**Total Savings = \$7,736.17**



**Data Entry tasks reduced by = 88%**

# %Time Reduced



■ Job / Consol Creation

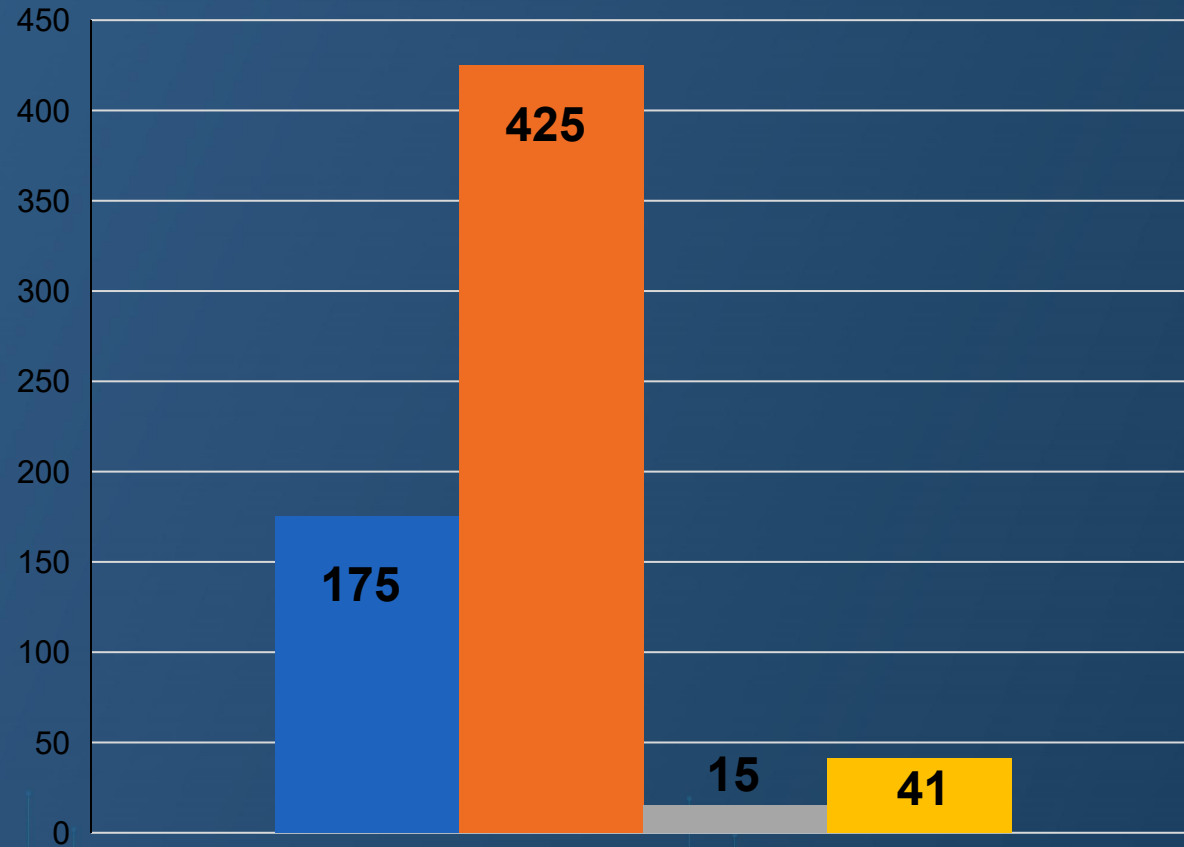
■ Customs Entries

■ Track and Trace (Container & Air Cargo)

■ Order Integration



## Sum of Total Hours Saved



## PROCESS

- Customs Entries
- Job / Consol Creation
- Order Integration
- Track & Trace (Container & Air Cargo)