



Transforming Air Cargo Booking Experience for Korean Air Cargo



Client Overview

Korean Air Cargo is one of the leading air cargo players in the world serving over 45 destinations with over 23 freighter aircraft and with one of the world's most connected air cargo operations.



The Context

Korean Air Cargo embarked on a journey to replace its ageing cargo management system with a powerful digital solution. It wanted a web portal conforming to high standards in usability, to be built for the new cargo solution that would allow freight forwarders to use the system seamlessly. The customer also wanted to become more market competitive by offering personalised promotions and offers to improve sales volumes. The new portal would replace its existing website, which was becoming obsolete with multiple challenges.

Sustaining operations through this high maintenance legacy mainframe system was becoming difficult, and posed an intolerably high level of risk for the business.

Key Challenges

Delayed publishing of information, promotions and offers

Korean Air Cargo had to rely on manual programming with technical staff to make any change in the information displayed on its existing website. This led to extensive delays in publishing information, new offers, and promotions on the website to attract new business leads.

Lack of tailored marketing capabilities

The existing website restricted Korean Air Cargo from offering targeted campaigns and promotions based on an agent's geographical location or usage statistics and hence the customer missed out on opportunities of custom marketing which were necessary in highly competitive market conditions.

Inconsistent user experience

The existing website was not tailored to meet the demands of multi-device and multi-browser internet access scenarios. As a result, the site could offer only limited end-user experience and was non-adherent to globally recognised usability standards.

Limited language support for global customers

The existing website had support for Korean, Japanese, Chinese, and English languages only. Korean Air Cargo had operations in over 45 destinations worldwide, most of which were not native English-speaking countries. It meant that rolling out promotional information and content in other languages was not possible, leading to limited marketing potential.

Lack of new feature support

The existing website was based on a legacy technology architecture and did not support further feature additions. Hence Korean Air Cargo faced limitations in implementing emerging technology innovations to improve end-user experience.





The Solution

IBS built a new web portal from scratch, paired with a powerful content management system (CMS) to help Korean Air Cargo create a personalised and highly customisable website for users to carry out a wide variety of transactions, such as booking and shipment tracking, fare negotiation, viewing flight schedules, e-freight operations, revenue accounting, and reporting. It also allowed the customer to create multi-level permissioned access for various sub-agents and partners. IBS also developed and deployed dedicated mobile apps on both iOS and Android platforms for empowering portal users with more convenience on the go.

The portal became a crucial element in the cargo operations of Korean Air Cargo and enabled them to significantly improve the services offered to freight forwarders, partners, and end-shipment owners.

Highlights of the Solution

Seamless promotion of offers

The CMS-enabled web portal made it easy for Korean Air Cargo to carry out high levels of customisation across different facets of the website without the need for a technically proficient workforce to do the coding. This allowed it to roll out promotional messages and offers on the website instantly without any programming or coding requirements.

Improved market reach

The new web portal provided insights into end-user behaviour such as geographical preferences, which enabled Korean Air Cargo to roll out tailored marketing campaigns to improve reach in desired geographies. The targeted users would be notified of the promotions on which they can take appropriate actions.

Seamless integration with powerful cargo platform

The new portal was able to seamlessly integrate with the powerful cargo platform deployed by Korean Air Cargo and enable better and smoother operations for both the customer and their partners who used the portal. With streamlined data and information exchange, the customer could quickly realise the benefits of the new system.

Enabled business on the go

Korean Air Cargo could offer dedicated mobile apps on both iOS and Android platforms that could be used by agents and freight forwarders for booking shipments, tracking cargo in real-time, searching for flight schedules, and performing other operational activities on the go.

Faster sales cycles

Korean Air Cargo could now offer dynamic spot rates to close deals with agents faster. The website allowed users to negotiate special spot rates—lower or higher than regular rates—to help them create customised rates to take advantage of the shipping volume or to secure space on high demand flights to have faster delivery, and offered the customer more monetisation opportunities for their scheduled cargo routes.

Comprehensive multilingual support

The new CMS-enabled IBS solution offered extensive support for several languages. Korean Air Cargo could now roll out personalised information to agents and freight forwarders in their own languages, thereby improving user-friendliness. This was vital in the customer's global marketing programs to win more customers.

Better decision support

The new web portal allowed intelligent data analytics and report generation on the large number of transactions that were carried out daily. Insights from these reports could be used for better decision-making in areas such as targeted promotions.

Improved usability

The new website was built with responsive design principles, making it compatible across different web browsers and a wide range of smartphones, tablets, and computers. Additionally, the website was WCAG 2.0 AA certified to ensure that all its contents were accessible to users with disabilities.



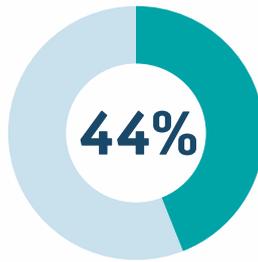


The IBS Advantage

Korean Air Cargo was able to bring to market a completely modern web portal that replaced its legacy website and provided enhanced business features to improve business relations. IBS was able to significantly boost the website's usability by following global best practices in design and user experience and ensured that the website became a seamless and focal business channel for the customer. The highly scalable and flexible technology architecture of the website enabled Korean Air Cargo to continuously on-board newer innovations based on market trends.



growth in bookings through the portal



growth in average daily bookings



growth in daily AWB track hits



About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air-cargo management. IBS Software also runs a real time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. IBS Software is a Blackstone portfolio company and operates from 15 offices across the world.

Further information can be found at <https://www.ibsplc.com>



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