

STAY CURRENT ON THE LATEST INDUSTRY TREND.



Utilizing Technology to Streamline Quotation Processes

...This is eased by a Rate Management System.

Understand the Current Challenges
In Quote Efficiency

Interviews with Sales People, Procurement and Customers | Disadvantages of Manual Rate Management

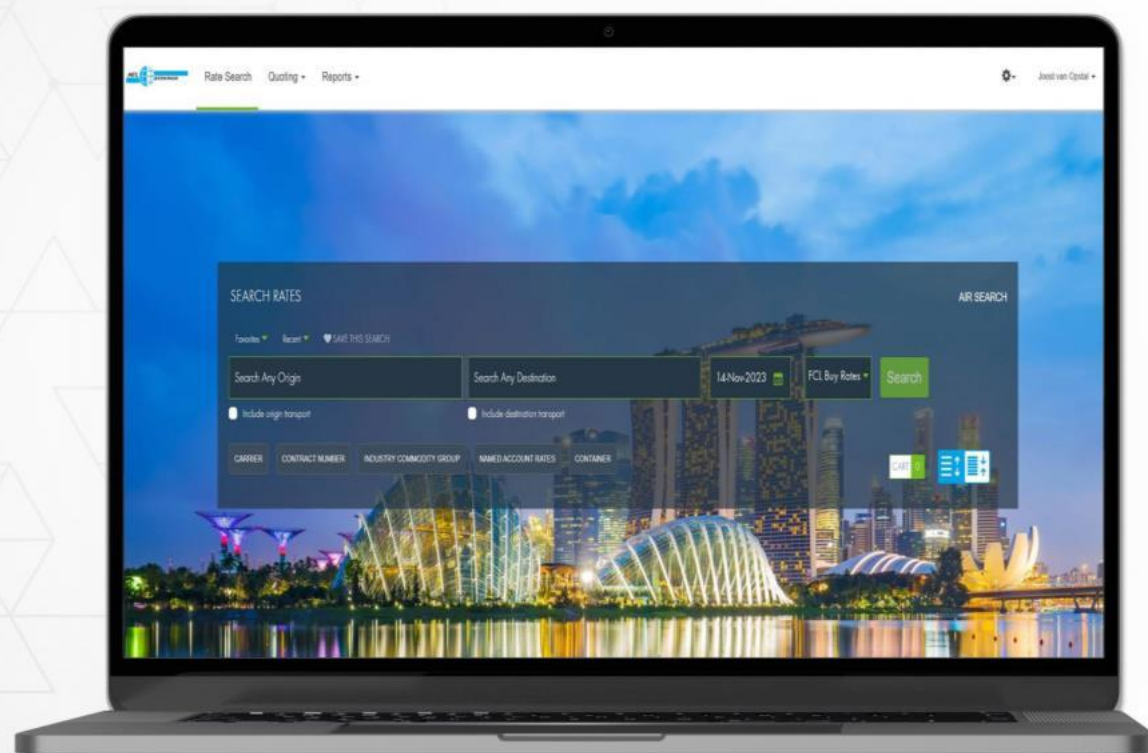
- Obtaining costs from various carriers is costly and complex
- Difficult to quickly adjust to changes in customer requirements, especially during non-working hours
- Time difference results in slower quote process
- Limited access to insightful data, increasing the chance of uninformed decision making
- Difficult to quickly propose customized solution

Small changes in one area, can have big impact in other areas. Everything is connected!

- Quote turnaround is time consuming and cumbersome
- Many manual processes in quote process increase chance of human errors
- Delays in spot quotes and response to customer requests
- Drop in team efficiency due to repetitive and disorganized operations

GLOBAL PROCUREMENT & INSTANT QUOTING

- ✓ Top Tier contracts with major carriers.
- ✓ Volume contracts for Asia to Europe, North America, Oceania.
- ✓ True instant quoting via CargoSphere.
- ✓ Live sailing schedules for instant booking.
- ✓ Guest Logins for partners.



GOOD IMPLEMENTATION

Requires more than just the Tech

Our comprehensive training and ongoing support for the team determine that we can maximize the value of the rate management platform.

Own Rate Ingestion Team

Our own Rate Ingestion Team ensures efficient and accurate uploading of rates. Collaboration with more carriers and partners via digital platforms is the best practice to improve the efficiency.



Trust is the foundation of all relationship also sales. Let us get in touch, to feel and build it up!



Expertise and Experience
Passion and Perseverance

Alex Chen
Sales Manager
EU Trade Lane Manager

Alex joined AEL-Berkman in 2020, started as the UK trade lane manager and BDM for reefer. After 3 years, he was promoted to EU trade lane manager and China Sales manager in 2023.

Alex has nearly 20 years of experience in logistics, with the ground experience and expertise especially in the field of frozen goods, foodstuff and contract logistics. At the same time, because he lives in Shanghai which is the most international and open city in the China, and most of his former colleagues and teammates are foreigners who give him the advantage of better understanding and communication skill with overseas people.

For the reefer, due to the specialty of cold chain logistics and deep industry background, combined with the biz situation of AEL, base on reliable and strong global network, customer pipeline, allow us to develop from both ends of the trade, so that the reefer business has been increased.

To the sales team management, set up the evaluation mechanism with multidimension, relying heavily but not entirely on performance, in order to have a sales team qualified and diversified.

Talking about the Europe trade in the post-epidemic era, especially when the world economy is in a downtrend, in addition to the competitive rate, timeliness has become very important, and a new idea has been found to predict the trend of freight rate in a short and medium term, thus providing our customers with convenience and overall foresight.

Tough times never last, the most important thing is to keep up with the pace of the times and try new ideas and solutions.

