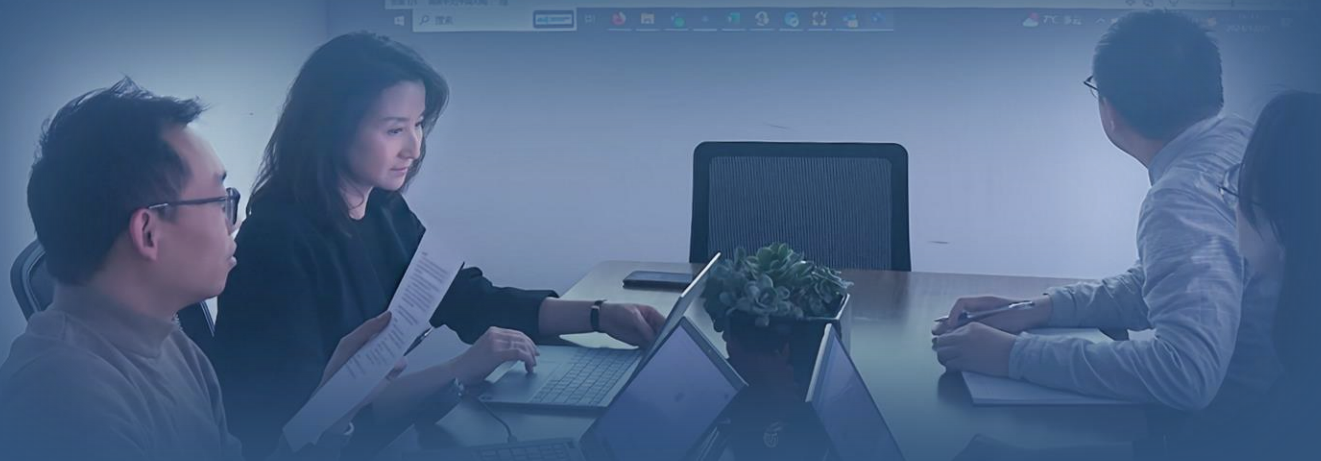


## Show Case

Increasing demands, shorter delivery cycles, growing competition, shrinking margins and ensuring better customer service drive enterprises to improve logistics management efficiency.



AEL-BERKMAN QINGDAO TEAM

In the context of accelerating globalization and digitization, the market's demand for logistics services has become more diversified and personalized. Logistics enterprises need to constantly adjust their service models to adapt to the new market environment, making the efficiency and attention to detail in logistics operations crucial. AEL-Berkman Qingdao Branch focuses on process and detail management and has made great efforts to enhance supply chain efficiency, reduce costs, increase efficiency, and improve customer satisfaction and service quality, these efforts have increased the enterprises core competitiveness.

## Case study 1

### Challenge

One day after work, our operations department received an urgent call from the client, notifying that a refrigerated container that had already entered the port could not be shipped due to failed inspection and the goods needed to be transported back to the factory for reinspection. The shipping schedule arranged for this shipment was for the next day. The ship had already berthed at that time. It was necessary to quickly confirm whether the container had been loaded onto the ship at the terminal. If it had been loaded, more costs would be incurred and more complicated return shipment procedures might be involved.

### Problem solving

In response to this problem, our operations team first ascertained with the terminal whether the container had been loaded onto the ship and confirmed the subsequent procedures. After receiving confirmation from the terminal, we contacted the agent to cancel the booking and immediately informed the stowage planner not to arrange loading.

Upon getting the news that the customs clearance had been cancelled, we informed the agent of the container's status and notified the client that the container would not be loaded. Early the next morning, we assisted the client in continuously following up on the process. After the container passed the inspection, customer reconfirmed the shipping schedule with overseas and arranged for the container to be shipped out again.

### Continuous improvement

Solving one problem is not the key, how to integrate experience into continuous improvement is the key to maintaining a good service system. Based on the case, we discussed how to improve the preparatory measures and how to quickly solve unexpected problems.

1. Improve preparatory measures  
Organize various situations in a document and annotate relevant charges for reference by agents and clients.
2. Update SOP  
Add comprehensive contingency measures to the updated SOP as standard process execution.
3. Case filing  
Organize special situations into case studies and share them on a public folder for everyone to learn and refer to, in order to improve problem-solving skills.

As a logistics provider, we are comprehensive service providers. Based on the standard of providing excellent service in every aspect, we actively assist and cooperate with customers in emergency situations, and provide them with the best solutions. Only in this way can we stand out from the industry and win the trust of customers and agents.

## Case study 2

### Start

This client initially only had a small amount of business assigned to our company for port of departure operations. During the regular communication, we learned that the factory has fixed shipments to Canada and promptly forwarded this information to sales for follow-up. In the following weeks, our sales team continued to update our Canadian quotes to the client, even though there has been no positive feedback from them. After 10 months of client follow-up, due to issues with the freight forwarder that the factory had previously collaborated with, the factory had to switch freight forwarders. As a result, we have become the primary consideration, the first trial order was finally placed. Since the initial shipment in mid-December, a continuous stream of cooperation has ensued, albeit with a relatively modest volume.

### Advance

The significant turning point emerged in April of the next year. Due to the agreement with the consignee, the factory was requested to hold video conferences with the consignee and discuss related cooperation matters on regular basis. Regrettably, the English level of the factory staff was rather limited, so they needed our assistance. Our AEL branch manager Dina attached great importance to this development and provided substantial support. She often accompanied salespeople to go to factory meetings for translation, and went back home in the early morning. Our sincere dedication was appreciated and recognized by the factory. Subsequently, most of the goods shipped to Canada were entrusted to us for the transportation services.

In the following time, we have received inquiries and bookings from the client on other routes, and have been actively contacting and following up with them. We hope to make greater progress next year.

Apparently, such success was not a personal act. It was the result of the joint efforts and support of the whole team. Colleagues in the operation department also made great contributions, laying a solid foundation for sales work. As a team, we won the recognition of clients, and strengthened the close cooperation with them.

*Make an impact right away.*

*Creating optimized processes and services to reduce time, cost and errors.*

# LEADING STAFF

## LEADING BUSINESS



**AEL-Berkman Forwarding**

Jessica Huo  
Shanghai Branch Manager

## TO BE A DIFFERENCE -MAKER

Make a significant impact on every metric in the business.

Jessica possesses extensive experience in the logistics industry, beginning her career at BDP, a prominent American freight forwarding company. She started with document handling, advanced to an operator role, and also involved in sales business. Throughout her career, she has received professional training and gained practical experience in key positions, establishing a strong foundation. Subsequently, she joined FedEx, another major American freight forwarding company, where she dedicated five years to operations and customer service.

In 2015, Jessica successfully secured the US line supervisor position at AEL-Berkman. Despite the new environment, the interconnected nature of the business allowed her to leverage her prior knowledge and experience. She led her team to enhance their business acumen and customer service quality, earning recognition from management and a promotion to operations manager within eight months.

From January 2016 to December 2022, she served as operations manager during a period of rapid growth for AEL-Berkman under CEO Sven Kothe. In 2023, she was promoted to Shanghai branch manager, further expanding her management responsibilities.

While a stable environment is reassuring, progress necessitates embracing change and stepping out of comfort zones. As a branch manager, Jessica supports her team in improving efficiency, increasing business knowledge, and arranging job rotations to ensure smooth operations. She also identifies potential employees, expands company business, and secures customer support. Overcoming initial challenges fosters trust, support, and collective determination to achieve new heights.

Freight forwarding encompasses more than loading, customs clearance, and shipping; it requires the integration of science, technology, and dedication to exceed customer expectations. Jessica is proud to be part of AEL-Berkman and is committed to advancing alongside her exceptional colleagues.