



# Transforming Communication in Transportation & Logistics with AI

Logistics Studio Seamless Assist

# Transforming Communication in Transportation & Logistics with AI: Logistics Studio Seamless Assist

Effective and timely communication is imperative in the modern transportation and logistics industry. In response, Logistics Studio developed Seamless Assist, a new tool powered by AI designed to enhance internal workflows and external communication with customers.

Let's take a deeper look at Seamless Assist and its functionality, benefits, and applications and how it's reshaping how companies work in the transportation and logistics industry.

## The Challenge

Whether you're a shipper, carrier, or 3PL, chances are your team finds themselves inundated with various requests, inquiries, and obstacles daily. This could encompass rate inquiries, tracking updates, invoicing, etc. For most teams, managing this daily influx of information is a significant challenge, one that we set out to address with Logistics Studio's Seamless Assist. Here's how:

## Information Retrieval

At the core of a great workflow automation tool is the ability to automatically extract and organize crucial information. This could include the content of an email body, the subject line, and the sender and recipient email addresses. By eliminating manual searching and data entry, information retrieval saves time and significantly reduces the risk of human error. Every detail is noticed, ensuring that every communication is thoroughly understood and processed.

## Optical Character Recognition

Attachments, often containing vital information, are a cornerstone of communication in transportation and logistics. Seamless Assist harnesses optical character recognition technology to transcribe and extract important information from files. This capability enables the tool to identify and leverage essential information within emails, enhancing its capacity to handle diverse requests.

## Artificial Intelligence

To go beyond just data extraction, Seamless Assist employs cutting-edge AI to analyze the information in incoming communications. These models help in understanding and gathering relevant information. This ensures that every inquiry or request is appropriately categorized, setting the stage for effective response and action.

## Workflow Integration

Seamless Assist AI capabilities don't operate in isolation. They seamlessly integrate with internal and external processes and technologies to align actions with specific workflows. Whether handling rate requests, tracking and tracing shipments, invoicing, or more, the tool is adaptable to the company's unique operations, enhancing efficiency across the board.

## Sentiment Analysis

In transportation and logistics, strong relationships are paramount. Understanding the sentiment of customer responses is key to providing excellent service. Seamless Assist uses sentiment analysis to gauge the emotion and tone of customer communication to tailor responses to match needs, ensuring that interactions are efficient and customer-centric.

Armed with sentiment analysis, Seamless Assist can automatically generate responses. These responses are customized to align with the sentiment detected in the incoming request. Whether it's addressing customer concerns, providing information, or facilitating a request, the tool ensures that the response is timely and emotionally attuned to the customer's needs.

## So, why does all this matter?

The transportation and logistics industry is undergoing a digital transformation, and task automation is at the forefront. Logistics Studio's Seamless Assist empowers logistics companies to process requests efficiently and accurately. By automating time-consuming tasks and enhancing customer service through tools like sentiment analysis, this tool becomes a strategic asset in gaining a competitive edge.

Seamless Assist is more than just automation software; it's the driving force behind streamlining communication, automating processes, and putting the customer at the center of operations.

We'd love to tell you more about the time-saving features of Logistics Studio's Seamless Assist and how it can be configured to your organization. Schedule time with our team of expert software developers here for more.