

*Faster, more precise logistics
with AI*



Odyssey I Case Study

“Everything is service, service is everything.”

Steve Jobs

About Odyssey

Odyssey Logistics and Technology Corporation (Odyssey) is a global logistics provider with a freight network of more than two billion dollars. Organizations with diverse transportation needs rely on Odyssey’s innovative technologies to deliver through high-valued logistics strategies.

Odyssey has made a variety of logistics solutions available to its customers. These include managed logistics services; intermodal, international transportation management; trucking and so on.

In Odyssey’s customer service department, 50 motivated “customer whisperers” can now do amazing things every day to support customers quickly, competently and, above all, reliably.

Previously: The problem

Every day, the customer service team received around 1,500 emails from customers. Traditionally, they ended up in the Exchange group mailboxes. With increasing volume, the team increasingly lost track:

- **No overview:** Is the case already being processed by someone? What is it about? Who can best deal with this issue? How time-critical is the case?
- **Lack of integration:** In order to respond quickly and competently, employees had to manually collect relevant transaction information from third-party systems: Copy specialist data (such as the BOL or PRO number), switch applications, search processes, type in information or store it locally, switch to email, insert information.
- **Lack of control:** Controlling operations end to end was difficult. Decisive KPIs were missing: How many processes are open? On what topics? Are there bottlenecks or failures on the transport routes? How satisfied are the customers?

Challenges

- Manual processing
- Lack of overview
- Too much copying & pasting
- Duplicate case processing
- No quality assurance
- No control options
- No support for the team
- Lack of knowledge limited operational improvements

Approach

Then Odyssey came across ThinkOwl. Since their processing was quite chaotic, management decided to introduce ThinkOwl, at first in a small team of three people.

Using the “Live-in-Five” method, ThinkOwl could be configured and put into operation in just a few days. The employees were thrilled. Finally, they automatically received the relevant cases. What’s more, ThinkOwl does not only route according to skill and priority but also relieves employees of manual work steps.

How ThinkOwl helps

- *Smart AI workflows:* ThinkOwl recognizes business data in emails (e.g., BOL and PRO numbers)
- *No switching between apps:* This means employees can see relevant case information on their screen and add it with a simple click: What’s the shipment status? When will be the delivery? Where will be bottlenecks?
- *Happier customers AND agents* thanks to simpler, faster, more accurate and personalized communication

Results

With ThinkOwl, Odyssey customer service is fit for the future: AI supports employees by automatically handling the routine processes. This frees up time for the really important tasks. By the way: Odyssey also relies with great success on AI in processing freight bills. Time-consuming manual work is largely automated during order fulfillment. Ask us.



A pioneer in the industry, Odyssey has successfully deployed AI for the intelligent automation of service processes.

With the same team, Odyssey now handles more than 30% more tasks, faster and with higher accuracy.



“At the first instance, we didn’t believe in the AI hype. Seeing ThinkOwl workflow automations with 90% accuracy helped us raise business growth.”



Danielle Baker

Director of Operations Odyssey