



Doing More with Less

Customizing the Magaya Cargo System to Better Serve Customers

International Freight Forwarder Modall Shipping do Brasil knows there is a lot of competition out there for customers. So how do they keep theirs happy and bring in new ones? Being customer-centric, hard working, and customizing their Magaya software to meet their business needs.

“Magaya helps us manage a large volume with a small team.”

Priscila Marques, Executive Director of Modall Shipping do Brasil



AT A GLANCE

Modall Shipping do Brasil

www.modallbrasil.com.br

INDUSTRY

International Freight Forwarder

SOLUTION

Magaya Cargo System

CHALLENGE

Going Paperless

When Ms. Priscila Marques, Executive Director of Modall Shipping do Brasil, visited a colleague in the freight forwarding business, she was amazed that they had only two people handling all their ocean, air, road, and warehousing for their bonded warehouse, custom clearance, and freight forwarding, without piles of paper on their desks.

“I was astonished and asked how it was possible,” Ms. Marques said. “They told me they use Magaya software, and I immediately got in touch with Magaya so we could begin to enjoy it too.”

Modall Shipping do Brasil selected the Magaya Cargo System and has been using many of its features in their daily freight forwarding such as:

- Customized fields and documents
- Tracking
- Quotations
- Tasks

Ms. Marques discussed how the Magaya Cargo System helps Modall Shipping do Brasil in their daily business of importing from Asia and other locations. Although Modall was formed recently, the team has been together for years. Based in Sao Paulo, Modall is affiliated with Alspac Transportes Internationales & Agenciamento, Ltda., a freight forwarding company that was founded in 1992.

SOLUTION

Tracking and Customization Features

“In my opinion, the two things that are really great about the Magaya system are the tracking feature and the ability to customize documents.”

“It’s not just the tracking but the quality of the tracking that is so good,” Ms. Marques explained. “Our customers look inside the system and see

Modall Shipping do Brasil provides international freight forwarding services to companies across the world. Their main business is importing from Asia, Europe, and other regions. They opened in Sao Paulo in May 2009 and are affiliated with Alspac. They have sales people throughout Brazil.

their shipments and documents. We can see who is using the tracking and we can keep in touch with them and answer any questions they may have. We give our customers a document called a Ce Mercante with a number that allows the customer to release the goods at the port. I provide it 15 days in advance of the cargo arrival. I attach the documents to the shipment transaction so the customer can see it through the Magaya LiveTrack. I don’t know of any other company that offers this to customers in advance. This feature makes all the difference to our customers.”

Modall also uses the feature in the Magaya software that enables the customization of documents. In the bookings, they enter and calculate the quantities of TEUs. Then Ms. Marques makes reports to see how many TEUs each salesman turns into shipments per week. They created a custom field to gather this data and to display it in the reports.

Other customizations they made are:

- They added custom broker details to shipment documents.
- They created a charges report that shows US dollars and Brazilian currency in one document.
- They also added demurrage to the container details inside the shipment. “I have not seen any system that can offer this option,” Ms. Marques said. “We enter information about the delivery date of the empty container and the container status. I issue a report every morning of container demurrage.”
- “We have also created a custom field to enter the customer’s birthday. Then the system notifies me and I send them a note to let them know how important they are to us. They really like it. Some of our customers are not just customers but friends.”

Data Driven Growth

“One of my favorite things about the Magaya system is the way it helps me with the sales team. When I’m traveling, I log in to Magaya OnTheGo and see into my Magaya Cargo System database; all the quotations and bookings that were issued by the sales team are accessible for me. I can analyze the data and make better business decisions.”



"Managing the sales team with Magaya is very simple for me," Ms. Marques explained. "Since the salesmen are working throughout Brazil, it would be very difficult to support them if each one was using a different system. With everyone using Magaya, it's easy to log into one system and see their production. I can follow up with their development efforts and offer suggestions on better routes or ports. I can see when they sent quotations and how quickly they followed up on the quotation or not. The communication with the sales team is everything."

When they get a new sales opportunity in the same region, for example, they filter their list of quotations to find a previous quotation and update it instead of starting from scratch writing a new one, saving time and getting a quotation out to pursue the opportunity quickly. They have customized the software to create quotations that show prospective customers different options by listing multiple ports on one quotation. The options help the customer select the best route for their needs.

Working to meet the customer's need is something Ms. Marques, her business partner Ms. Sirlei Dino Fiochi and the team at Modall have been doing for years. Modall has 14 people, including 9 on the sales team. Their office is located in Sao Paulo, but the sales team works in many locations throughout Brazil.

Brazil is the largest economy in Latin America. Modall uses the Sao Paulo international airport and Santos, the nearby seaport. Major highways connecting Sao Paulo with the port and other major cities such as Rio de Janeiro enable Modall to offer many ground shipping options to their customers.

IN CLOSING

Modall anticipates growth this year and into 2010. Brazil has not been as affected by the global recession as other countries, and growth for the country is projected by many.

"A key to growth for us is not only gaining new customers but keeping existing customers happy so they do not leave for a competitor. Magaya helps us manage large volume with a small team. We can issue many documents with one click. Customers want information in real time, and we are able to provide it through Magaya."

Another feature that helps her maintain a high level of customer service is the Tasks feature. Ms. Marques uses it to create reminders for herself, for special requests, and for following up with pending issues and sales development of new business. They add details about the customer or commodities and then they use those details in a customized document.

They have just started using the Magaya Community to look for representatives in cities that they do not currently have a rep in. They plan to expand their use of the community directory that is built into the Magaya software. "It helps a lot to send documents in the same system to another Magaya user."

"We are big fans of Magaya. It helps us offer a total service, not just port-to-port, but door-to-door service."

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