

KUEHNE + NAGEL, EXPO + EVENTS
UFI Awards 2024 - PROPOSAL RESPONSE

Industry Partner - myFairLOG (Webshop)

March 2024

Prepared for:

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2024 – Industry
Partner

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Kuehne + Nagel

Overview & Core values

Our Values

	Inspire Our principle is to inspire through people	Empower Our promise is to empower bold promises	Deliver Our purpose is to deliver progress to society
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Kuehne+Nagel Overview

400,000

customers trust us to manage their logistics

109

countries, connected by our network

No. 1

air and sea freight forwarder worldwide

1,300

offices worldwide, so that we are close to our customers

2030

is the year we aim to reduce CO2 emissions by 33%

78,000

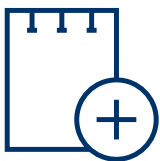
logistics and supply chain professionals who give their best everyday

myFairLOG



Quick background: Our newest product in our IT environment is the **webshop**. It allows exhibitors, organizers and suppliers to add logistic services to their shopping cart, complete purchase transaction online.

In the context of our scenario, it allows exhibitors and suppliers to order various services related to logistics at trade shows, such as forklifts, loading and unloading services, storage of empties. After checkout process of finalizing the purchase, the system also provides real-time tracking of their orders, direct cost visibility, and the ability to select specific time slots for services.



Nature: Web-based Technology

Our smart webshop combines advanced programming with user-friendly design for an easy-to-use experience.

Webshop booking offers convenience access at any time of the day from anywhere with internet access.

Automating the booking process through a webshop improve efficiency for business by reducing the time and resources required for a manual booking management. With an online system, customers can view availability, select desired services and complete bookings without direct involvement from staff.

By using the latest web tech, we've built a strong platform for 24/7 access and hassle-free management and updates.



General objectives of the programme: Establish a comprehensive "one-stop shopping" platform for customers, simplifying their purchasing journey.

Enhance transparency by providing customers with a clear and easily navigable overview of products and services.

Implement robust shipment tracking features to keep customers informed about the status of their orders. Grant each employee their own access credentials, enabling personalized interactions, while ensuring that all employees within a company have visibility into all placed orders for enhanced collaboration and coordination.



myFairLOG



Our webshop services are available for booking by customers worldwide for any trade fair, enabling global reservations.



Detailed description: Kühne+Nagel's digital ecosystem is the heart of their customer experience, with around 5 million euros invested in technical solutions for venues, organizers, and exhibitors.

These platforms, owned by Kühne+Nagel, focus on customer satisfaction by reducing wait times and promoting sustainability. Recently, they introduced myFairLOG, an online system for exhibitors and contractors to book on-site services easily.

This system works with Slot Traffic Management, which assigns the nearest loading ramp to trucks in real-time, and a forklift system that automatically assigns the nearest forklift for tasks. Using handheld devices, this system reduces paperwork and travel time, ensuring exhibitors and contractors spend less time waiting for services.



Involved Stakeholders: Jörn Schneemann (Global Head Road Logistics Expo & Events)

Jens Bossmeyer (Global Head Road Logistics Operations & Technology)

myFairLOG - usage



VideoWebshop.mp4

<https://fairlog.kuehne-nagel.com/login>



Conclusion:



Lessons learnt:

- Customer feedback is essential for achieving success, emphasizing the importance of actively soliciting and integrating customer input.
- The necessity for agility underscores the need for constant evolution and improvement to remain competitive in a rapidly changing environment.
- Ensuring compatibility is crucial and requires ongoing consideration, particularly when integrating with older systems, presenting challenges that must be addressed proactively to maintain seamless operations.

Next steps:

- Multilanguage support to cater to a diverse customer base.
- Accessibility via app for added convenience.
- Additional payment options next to credit card like PayPal, Klarna,
- Customized landing pages for expos and events, showcasing current projects of E&E logistics.
- Ongoing UX enhancements to ensure a seamless and satisfying user experience.
- Booking available for all modes of transportation (sea, air, road), providing comprehensive logistics solutions.

KUEHNE+NAGEL



Thank You

If you have any further Questions please do not hesitate contact us.

Inspire. Empower. Deliver.