

CASE STUDY

WP(JA)

INTERNATIONAL
FREIGHT SYSTEMS, INC.

Leveraging Magaya to
Automate Operations
and Drive Growth



Magaya®



REACHING NEW HEIGHTS WITH LIVETRACK BY MAGAYA

"LIVETRACK BY MAGAYA IS ONE OF OUR KEY INGREDIENTS TO SUCCESS AT WP(JA). NOT ONLY DO OUR CUSTOMERS LOVE THE ALWAYS-ON VISIBILITY THEY GAIN FROM THE MOBILE APP, BUT IT ALSO HAS SAVED MY TEAM ENDLESS HOURS FIELDING CUSTOMER SERVICE INQUIRIES. IT'S TRULY A WIN-WIN SOLUTION FOR ALL."

CARTER GORDON, OWNER,
WP(JA) INTERNATIONAL FREIGHT SYSTEMS



ABOUT WP(JA) INTERNATIONAL FREIGHT SYSTEMS, INC.

CELEBRATING 30 YEARS OF OUTSTANDING CUSTOMER SERVICE

Celebrating its 30th year in business, WP(JA) International Freight Systems, Inc. is a Miami-based NVOCC specializing in shipments into Jamaica. Offering FCL (Full Container Load), LCL (Less than a Container Load), RORO (Roll on Roll Off), and consolidation services weekly into Montego Bay and Kingston, Jamaica, the company has built its solid reputation on a commitment to customer service excellence. WP(JA) agents are also licensed customs brokers, enabling the company to offer a complete, full-service freight concierge package rarely seen in the market. By popular demand, WP(JA) recently added daily weekday air freight services into Kingston, Jamaica, further diversifying its service offering to the delight of loyal and new customers.



THE CHALLENGE

Magaya & WP(JA)

A PERFECT PAIR SINCE 2006

Before Magaya, WP(JA) did everything manually. Constantly inundated with phone calls and faxes, there was no accountability. They knew they needed to organize, automate, and digitize its operations in order to grow sustainably.



THE RESULTS

WP(JA) REACHES NEW HEIGHTS IN CUSTOMER SERVICE WITH MAGAYA

(WP)JA has been using Magaya Supply Chain to run its operations since 2006. The all-in-one subscription and built-in warehouse management capabilities were what sold WP(JA) owners, Carter and Natalie Gordon, on Magaya. “No one else offered such a comprehensive package when it comes to the features we needed,” said Gordon.

After seeing success with automated customer emails generated through Magaya Supply Chain, WP(JA) recognized an opportunity to further enhance its customer communications with Magaya LiveTrack. A web and mobile app for customer service, visibility, and tracking, LiveTrack enables WP(JA) to automate its customer service, providing visibility and tracking to customers.

Everything from quotes to pick up orders and warehouse receipts is now centralized through LiveTrack, making the processes much more organized and boosting visibility for all stakeholders.



(In addition to Magaya LiveTrack and the core operations features of Magaya Supply Chain, Gordon also regularly makes use of the Magaya Network, a global community of over 1,700 supply chain companies situated across more than 75 countries.

True to his commitment to customer success, one of Gordon's greatest pet peeves is refusing a customer request. So, he goes out of his way to find flexible and creative solutions to his customers' everyday problems. One example is one-off shipments in countries outside the usual WP(JA) operations. The Magaya Network has been instrumental in allowing WP(JA) to find agents on demand, enabling the company to cover new ground and respond positively to more customer requests.

Through the Magaya Network, agents can electronically exchange documents such as bills of lading and air waybills, packing lists, commercial invoices, and more. Updates are visible in real-time, speeding up operations, and information is kept secure via encrypted data transmission.



THE CONCLUSION

WP(JA) GAINS A COMPETITIVE EDGE WITH MAGAYA

By aligning its processes and streamlining its data with Magaya Supply Chain, keeping its customers informed with LiveTrack, and growing its network with the Magaya Network, WP(JA) has put into place an ideal technology infrastructure for sustainable growth. “Automating our processes and digitizing a lot of the documentation required for import/export has given me the time to focus on other aspects of the business, like growth strategies,” concluded Gordon. “I’m grateful for the success we’ve experienced so far and that makes me excited about what the future has in store for WP(JA) and Magaya.”

ABOUT MAGAYA

Magaya Corporation develops the leading platform in logistics and supply chain automation. The Magaya Ecosystem — consisting of Magaya Supply Chain and its collection of value-added apps and extensions, ACELYNK ABI, and Catapult Rate Management — delivers flexible, interoperable, modular solutions for the supply chain industry. Whether used together as an integrated logistics software platform or independently, Magaya solutions are designed to enable businesses of all sizes to streamline complex and redundant processes, optimize productivity, reduce costs, and grow revenue. At Magaya, we are passionately devoted to ensuring our customers' success through our innovative solutions and comprehensive array of related professional services. We take great pride in our people, who are experts in the field of logistics automation and are always willing to go the extra mile for our customers. Visit magaya.com today.