

MPG's Digital Transformation Journey



Success Case - MPG Logistics





In the dynamic world of logistics, embracing digital innovation is not just a luxury, but a necessity. MPG, a renowned Spanish freight forwarder, is a testament to this evolution. Elizabeth Piña, from the Digital Transformation Department at MPG, shares their journey of integrating Cargofive into their operations, championing a new era of efficiency and customer satisfaction.

The Pre-Cargofive Era: Challenges of Traditional Methods

Before Cargofive, MPG grappled with the cumbersome and time-intensive process of manual rate management. Piña recalls, "We relied heavily on Excel spreadsheets to compile carrier rates. It was repetitive, tedious, and far too time-consuming." This method, while traditional, posed significant challenges in terms of efficiency and error management.



Embracing Change: The Shift to Cargofive

The decision to integrate Cargofive marked a pivotal point for MPG. The platform promised to automate and streamline the rate management process, a crucial aspect of their operation. "We were looking for a tool to automate the management of rates, and the transition to Cargofive was quick and straightforward," says Piña.

The implementation was seamless, involving initial training and API integration with MPG's ERP system. The intuitive nature of Cargofive's platform meant that the commercial department could adapt with ease.

The Impact: Operational Efficiency and Enhanced Competitiveness

Since adopting Cargofive, MPG has witnessed a remarkable transformation in its operational efficiency. "The automation of rates allows us to process and compare multiple freight rates quickly and accurately, saving considerable time in quoting and selecting the best offer from a carrier," Piña highlights.

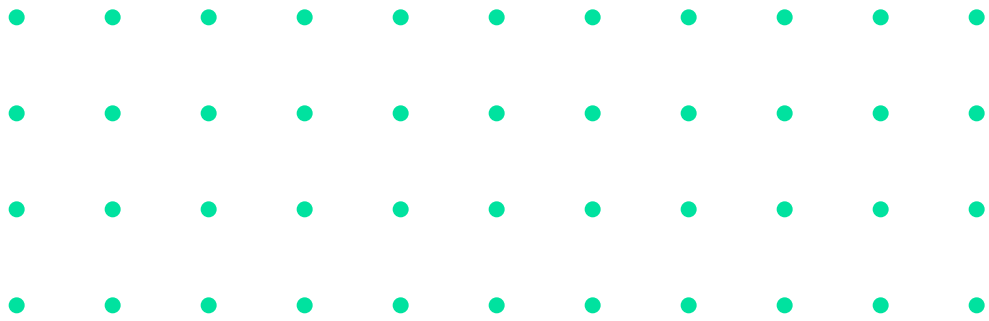
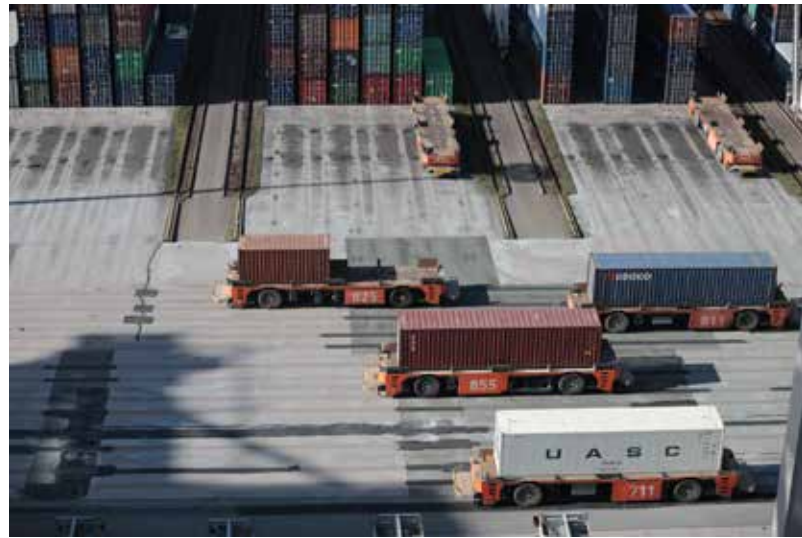
This efficiency gain has also translated into a competitive edge in the market. The ability to respond quickly to clients has improved customer satisfaction, a crucial factor in retention and business growth.

A Partnership That Goes Beyond Software

What stands out in MPG's experience with Cargofive is not just the technological aspect but the human element. "Working with Cargofive's team has been a highlight. Their professionalism, empathy, and readiness to offer solutions and innovations make a significant difference," Piña reflects.

Concluding Thoughts

MPG's journey with Cargofive is a clear indicator of how digital tools can revolutionize logistics operations. By moving away from traditional methods to a more streamlined, digital approach, MPG has not only enhanced its operational efficiency but also positioned itself as a forward-thinking player in the logistics arena.





Freight Forwarder's Profile

MPG Group: A Legacy in Global Logistics

MPG Group, integral to the Pérez y Cía. Group since 1853, has established a formidable presence in logistics, particularly across Spain, Portugal, the Caribbean, and Central America. Renowned for its extensive network, MPG boasts significant operations from the Canary and Balearic Islands to Colombia and Panama.

Specializing in comprehensive, specialized logistics solutions, MPG Logistics excels in delivering high-value services across the entire supply chain. This is achieved through the expertise of over 150 dedicated professionals spread across MPG's offices in Europe, America, and Asia.

MPG's international infrastructure extends further with a broad network of agents and collaborators, ensuring global coverage tailored to each client's needs. MPG stands out for its commitment to efficient, environmentally conscious supply chain management, underlining its legacy in global logistics.





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