How to Optimize Your Vessel Booking while Reducing Costs

The Challenge with Vessel Booking

Booking shipments manually is no cake walk. From spending hours calling various freight providers to comparing rates, transit times and vessel schedules - the process is complex, exhausting and prone to errors.

And as the number of your shipments increase, your team ends up spending a lot of time shortlisting the right options. In all the hassle, shipments get delayed, clients unhappy, and profits reduced.

Now the reason why vessel booking is a cost centre for export businesses currently is because it's dependent - on freight forwarders, or on manual efforts.

Booking with Freight Forwarders

- Freight forwarders become a necessary evil because it's almost impossible to find the most efficient route without a freight forwarder. They specialise in tracking vessel routes and shipment charges across multiple carriers to give you suitable options.

- However, this is an added service that you have to pay for, thus adding to your operational costs. Most exporters have a shoestring budget for this that does not really give them the best options.

- Additionally, there is no visibility post booking as they do not help you track shipments once sailed

The logical solution to this would be to bring vessel booking in-house. However, that might prove to be even more expensive than you imagine.

In-house Vessel Booking

Time-consuming processes: In-house teams will spend a lot of time checking out different carriers, and entering their requirements repeatedly, to get rates and other required information

Difficult rate comparison: Multiple carriers, rates, currencies make it difficult to compare options and choose the cheapest/fastest route. Your in-house team may not be equipped to optimally track rates across different carriers

No leverage: Small in-house teams are also unable to leverage any economies of scale when it comes to vessel booking, or to gain to historical relationships with carriers to secure better rates

Error prone: Given the amount of communication and documentation involved, an in-house team will struggle to make multiple bookings. And that will result in errors, penalties and delays

No tracking: Once again, once the shipments sail, there is no visibility as carriers typically do not provide real-time tracking

What's the Solution?

So how can your export business manage vessel booking in-house, make it faster and easier, while achieving significant savings? And avoid using freight forwarders on a small budget?

What export business owners need to do is push the envelope on digital transformation and automate vessel booking.
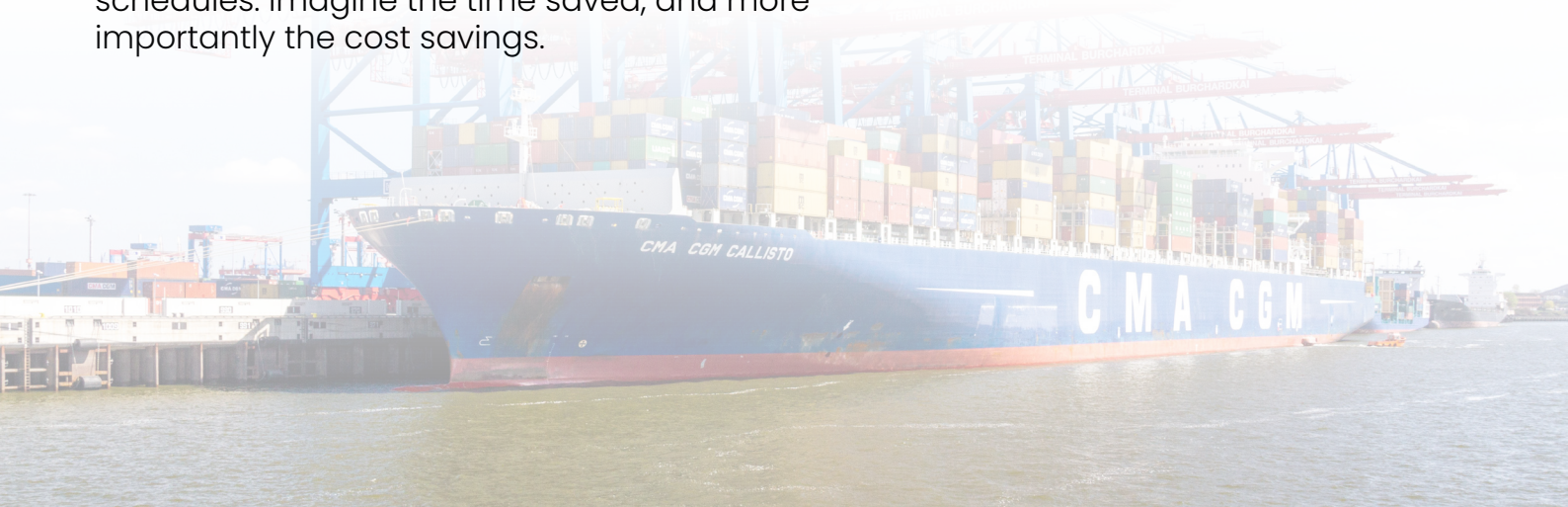
> *"Exporters are now more outcome focussed than ever before. And a key trick to ensuring great outcomes is to optimise and automate every step in the process where possible. Enormous benefits, savings and efficiency."*
>
> – Manish Desai, CEO, ImpexDocs

What it essentially means is that you need to streamline the vessel booking process in a manner that all aspects can be managed on a single digital platform. From searching and comparing vessel schedules, to rate management, and final booking should be possible on an integrated cloud-based software. And it doesn't just stop at that. What you also need is the ability to manage documentation and gain visibility into shipment status, also on the same platform.

You want shipment booking to be as easy as booking a flight. Search, compare, click and booked!

Once all this is enabled, imagine the ease with which your team can carry out vessel booking, without having to deal with freight forwarders, or multiple vessel schedules. Imagine the time saved, and more importantly the cost savings.

Enter ImpexBooking

One of Australia's leading solutions when it comes to digitising your vessel booking process is ImpexBooking. This allows you to bring your vessel booking in-house, but without the added strain on your team, ensuring optimal savings!

ImpexBooking is the most comprehensive vessel booking software that automates the entire booking process. And you can use it independently, or in conjunction with your existing freight forwarder, and it's designed to deliver significant value in both scenarios.
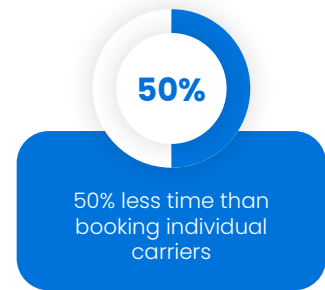
Book your Vessel in just 6 simple steps!

Find vessel options

Compare rates and find the optimal route and price

Book vessel

Receive Bill of Lading

Submit shipping instructions electronically

Receive booking confirmation automatically

The Benefits with ImpexBooking

Whether you choose to retain your freight forwarders or completely bring booking in-house, ImpexDocs Booking is designed to bring significant value to your business processes:

Speed up your shipments: Get one-stop access to the schedules of 55+ ocean carriers at a single platform. Search for different carriers, routes and timings that suit you and book your vessel with just a few clicks. No shifting between multiple carrier sites, rekeying shipment information repeatedly, or logging rates on spreadsheets to compare them.

50%

50% less time than booking individual carriers

Reduce shipping costs: Choose the fastest and cheapest options as you can effectively and easily compare rates across different carriers.

Best of both worlds: If you choose to continue using your freight forwarder, ImpexBooking can help you compare your freight forwarder rates with other rates, and make sure you're getting the optimal route options.

Streamline booking: Bulk upload shipment and container details and say goodbye to error-prone and tedious sequential uploads. Also book your vessel online and receive your booking confirmation electronically in just a few minutes.

Optimize Logistics Management: Manage everything from booking to shipping documentation to tracking on a single platform.
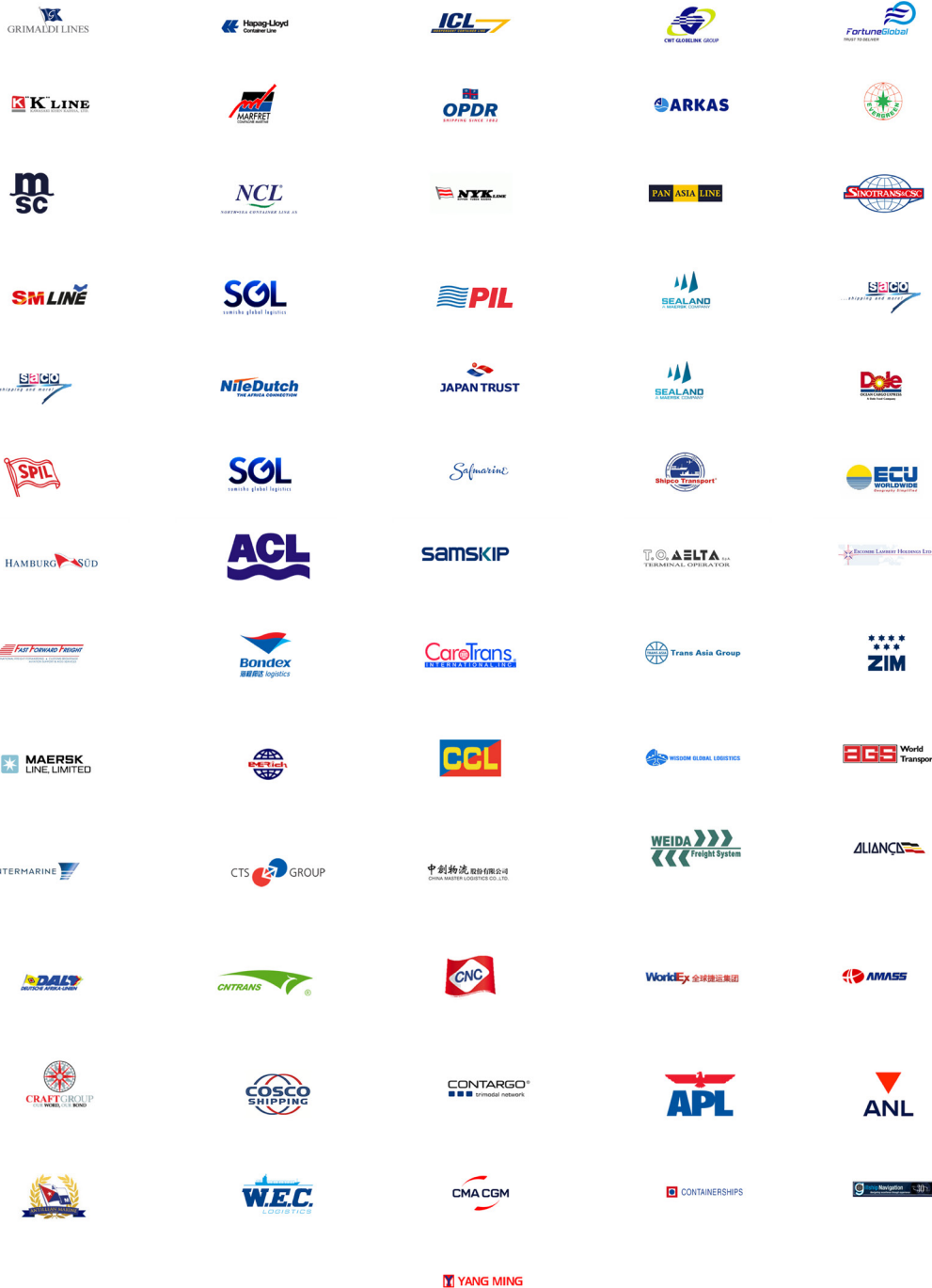
Why ImpexBooking?

18 million+
Schedules

35+
Direct carrier connections

420k+
Port pairs

Ready to automate your vessel booking? Reduce and compare your freight rates from the most extensive selection of ocean carriers on a single platform!

Let's talk about ImpexBooking!

Book a Meeting

ABOUT IMPEXDOCS

ImpexDocs offers a complete cloud-based export management software suite. ImpexDocs is a wholly owned Australian company and has been in business for over 15 years. Over the years it has provided solutions to a variety of clients in different industries and assisted them in streamlining their export processes and regulatory approvals.

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