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Impact of User Experience Optimization on Caged Shipment Satisfaction in Global Logistics

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Abstract: The global logistics industry has witnessed substantial growth, driven by advancements in technology and the increasing complexity of supply chains. A critical yet often overlooked segment is caged shipments, essential for transporting delicate, high-value, or specialized goods. This research investigates the impact of user experience (UX) optimization on customer satisfaction in this niche. By exploring UX challenges, integrating digital solutions, and analyzing customer feedback mechanisms, the study identifies strategies that improve operational efficiency and customer satisfaction. Key findings reveal that UX optimization enhances reliability, safety, and transparency, ultimately driving customer retention and competitive advantage in global markets.

Keywords: User Experience, Caged Shipments, Global Logistics, Customer Satisfaction, UX Optimization, Digital Platforms

1. Introduction

1.1 Background and Context

Logistics is the backbone of business, which connects trading to flow different products cross continent and country. Regarding various types of shipment the caged shipments are special types of shipments for protection of the fragile and the shipment of high security items. However, there is relatively scant literature on customer satisfaction in this domain as it is restricted by operational issues, opaque processes, and a lack of design centred on the user.

1.2 Significance of User Experience (UX) in Logistics

The term UX in logistics means all interactions between the clients, or shippers, carriers, and recipients, and the service. Positive UX has less to do with friction and more to do with establishing trust and customer loyalty. When the delivery expectations regarding goods and services are set high amid growing competition on the global market, UX stands out as a key factor that has a major impact on customer satisfaction.

1.3 Focus on Caged Shipments: Scope and Importance

Caged shipments also need extra care because of their fragile nature resulting from their packaging. Some examples are moving electronic products, medical equipment or valuable artifacts such as paintings, sculptures, etc. Issues likes timely delivery, security of the products and the ability to track deliveries in real-time greatly amplifies the need to ensure that the UX of these shipments is as enhanced as is necessary.

1.4 Research Objectives and Questions

This study aims to:

- Identify the key components of UX affecting caged shipment satisfaction.
- Analyze the role of digital platforms and emerging technologies in enhancing UX.
- Propose actionable strategies for logistics stakeholders to improve UX in caged shipment operations.

Research Questions:

1. What are the primary UX challenges in caged shipments?
2. How do UX improvements influence customer satisfaction and operational efficiency?
3. What technologies and strategies can optimize UX in this domain?

Figure 1 What is your Experience optimization? (DigitalMarketingTipc,2024)

2. Literature Review

2.1 Understanding User Experience in Logistics Operations

eshire and Mangan pinpoint the so called User Experience (UX), which diverges from the productnentiednessof logistics in that focuses on interaction between logistics services and those who are using it as shippers, receipients, and thirdparty providers. This Nielsen Norman group research shows elements such as access to services offered, understanding as well as the emotional tone of receiving various forms of logistics and deliveries affects UX. The change has occurred due to the evolvement of customer's expectation and demand more than one-time relationship through self-service to the kind of service where every touch point with the customer reestablishes the brand fundamentals of trust.

As for the subject of logistics, UX optimization promoted the exact similar augmentation of satisfaction and retention. A PwC poll revealed that 73 % consumers seek consistent experiences as compared to price when deciding on the companies to deal with. Given the fact that in caged shipments, the risks are higher, as the ships contain highly sensitive cargo, UX should be focused not only on functional and efficient logistics and design, but on the impact that is may have on both the customers and its own employees. Table 1 presents the components of UX and how they are implemented and operated.

Component	Description	Operational Impact
Accessibility	Easy access to shipment tracking tools	Reduces customer inquiries and anxiety
Communication	Timely updates and alerts	Builds transparency and trust
Interaction Quality	Intuitive interfaces for digital platforms	Improves user engagement
Emotional Experience	Proactive issue resolution	Enhances customer loyalty

2.2 Evolution of Global Logistics Systems

Freight networks on the international scale have gone through quantitative changes in recent decades – from moving systems based on the employment of people to the technological platforms. As the members of the International Transport Forum believe, the logarithm of the logistics market by 2030 will be beyond $12 trillion fueled by such technologies as AI, blockchain, or IoT. The previous logistics process focused on economical approaches that tended to ignore the customer perspective. Yet, the increasingly convoluted supply chain environments and more compelling customers' expectations have created demand for digital tools and real-time tracking systems.

In regard to the handling of caged shipments, there has been research in handling the caged products better with the help of modern methods and tracking systems. For example RFID (Radio Frequency Identification) tags and GPS enabled trackers, have also minimized misrouting and damage issues which are of significant concern to users. Details regarding the effects of technology adoption in the various aspects of logistics are shown in table 2 in terms of a selected set of KPIs.

Technology	Application	KPI Improved	Example
RFID	Real-time inventory tracking	Accuracy and reliability	DHL's SmartSensor for cold-chain
Blockchain	Secure data sharing	Transparency	Maersk's TradeLens platform
IoT	Condition monitoring	Shipment safety	FedEx's SenseAware for fragile goods

2.3 Challenges in Handling Caged Shipments

Caged shipments present unique challenges that require tailored solutions to ensure optimal UX. The constraints include:

1. **Secure Handling**: High-value or fragile goods necessitate secure enclosures, often leading to higher costs and specialized requirements.
2. **Real-Time Tracking**: Conventional systems may lack the granularity needed for precise tracking, increasing customer dissatisfaction during delays.
3. **Complexity in Delivery Networks**: Caged shipments often involve multi-modal transportation, raising the risk of misrouting or mishandling.

A study by McKinsey highlighted that 48% of logistics providers consider caged shipments among the most resource-intensive services, reflecting the need for efficient systems. UX optimization, through advanced packaging designs and integrated tracking systems, is critical to overcoming these hurdles.

2.4 Metrics of Customer Satisfaction in Logistics

Customer satisfaction in logistics is typically measured using quantitative and qualitative indicators. Key metrics include:

1. **On-Time Delivery Rate**: The percentage of shipments delivered within the promised timeline.
2. **Damage-Free Rate**: The proportion of shipments arriving without damage.
3. **Net Promoter Score (NPS)**: A measure of customer loyalty and likelihood of recommending the service.
4. **Customer Effort Score (CES)**: Evaluates how easily customers can resolve issues or access information.

For caged shipments, the damage-free rate and CES hold particular importance due to the sensitive nature of goods. A study by Bain & Company found that improving these metrics by just 10% can lead to a 20% increase in repeat business for logistics providers.

2.5 Impact of UX Strategies on Operational Efficiency

Implementing UX strategies in logistics has a dual benefit: improving the level of satisfaction and the operating results of a business organization. For instance, by employing areas such as the digital platforms streamlining with predictive analytics, the number of interventions is decreased, thus reducing mistakes as well as expenses. Studies conducted by Gartner reveal that the logistics companies that engage in UX see a 15-25% improvement in efficiency as a result of automation of processes and real-time information.

Thus, in caged shipments, which are characterized by high requirements for accuracy and safety of freight, UX strategies, such as automated alerting and condition-sensitive measurement, would be beneficial. Many of these improvements not only produce customer expectations but also decrease operational risks and resource wastage thereby having an improved competitive advantage.

3. Methodology

3.1 Research Design and Framework

The present work employs a mixed-methods research approach to analyze the effects of UX optimization on satisfaction with regard to caged shipments. Combining such qualitative research with quantitative analysis, the study guarantees exhaustive examination of the presented subject. Explorative research techniques include interview with the logistics professionals and questionnaires with the end consumers of caged shipment services. All these concepts contribute to framework development to find specific UX issues and expectations. A variety of quantitative techniques involve using Performance Indicators derived from operating data gathered from logistics firms such as delivery time, Incidents per million shipments, and customer

satisfaction indices. The framework emphasizes three core dimensions: individual opinions for idea source, technological evaluation for interface enhancement, and effectiveness analysis to quantify success.

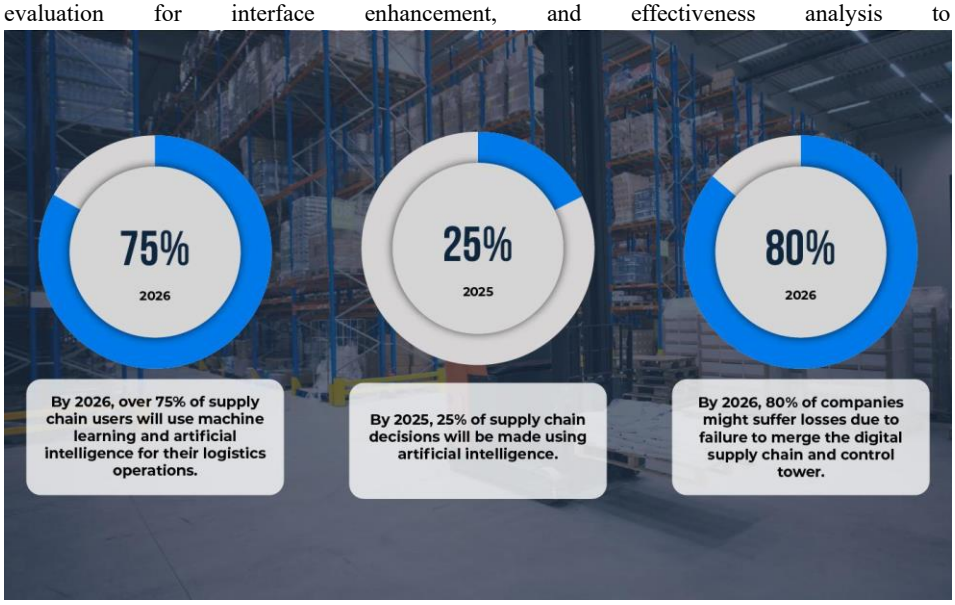

Figure 2 Logistics Route Optimization (LoginextSolutions,2022)

3.2 Data Collection Methods (Qualitative and Quantitative)

Both primary and secondary data collection methods were adopted for the study. About, 30 logistics stakeholders; shippers, carriers, and recipients of caged consignments were interviewed through semistructured interviews for the qualitative part. Further, there were also focus groups for deciding more chronic pattern of user complaints and perceived expectations. Questionnaires aimed at poll 200 end users in relation to shipment tracking perception, shipment handling safety and communication effectiveness.

Cross-sectional archival data were collected from operational records obtained from the logistics firms for one-year. The records that it contained were delivery duration, comprehensive structural or cosmetic damage, and evaluative feedback received from customers. Furthermore secondary data compiled from reports and other research offered historical realization measures and trends in UX optimization. The use of these methods provided strong data triangulation thereby increasing the validity of the findings.

3.3 Analytical Tools and Techniques

In data analysis, two forms of analysis, statistical and thematic, were applied in developing this paper. In order to analyze quantitative data, tools like SPSS and Tableau were used to compare Customer UX factors and Customer satisfaction, variables. A regression model was run to establish the forecasted effects of UX optimisation on delivery success rates and NPS scores. Regarding the collection of qualitative data, interview and focus group data were categorized by thematic analysis using NVivo software; Interview/ Focus Group themes include ‘real-time tracking importance’ and ‘handling concerns’. This integration was helpful in that it enabled comprehensive comparison of quantitative trends of shopping frequency and qualitative perspectives on shopping experiences.

3.4 Limitations of the Study

Although the study was all encompassing in its setup, the work was however not without some limitations. First, the sample of cases, despite having a diverse character, may not be adequate to provide a general representation of the state of the global logistics industry. The caged shipment conditions are different from one industry to another and from one region to another, so this could have an impact on generalisation of the results. Second, collection of data from interviews and surveys may be faulty because respondents give biased accounts by exaggerating or minimizing their experience. Third, functional production data were only collected from companies willing to release their records, which may have, in effect, given a preferred list of companies who are already committed to making improvements to the UX. Such limits may be alleviated in future studies by increasing geographic coverage and data collection, which should improve the generalizability of the results.

4. User Experience (UX) in Caged Shipments

4.1 Core Components of UX in Logistics

User Experience in logistics therefore has several aspects namely usability, dependability, and hedonic quality. In caged shipment these elements are compounded by such factors as security considerations, special packaging conditions, and monitoring in real-time. In functionality, accessibility is meant in the extent that clients can engage with digital front-ends to monitor deliveries or address concerns. Reliability on the other aspect concerns the dependability on services delivery for instance punctuality and goods delivery without any destruction. Emotional satisfaction differs from the above two and testing to the extent that it relies on proactive communication and the opportunity to respond to a specific issue before it becomes a problem. The combined applications of these components create the framework for a sound UX plan for caged shipments.

4.2 UX Challenges Specific to Caged Shipments

Caged shipments are different from other shipping services because the type of goods they transport is quite specific. The requirement for additional security measures, delicate due to nature and accurate identified handling as well as efficient tracking procedures frequently surpasses the capabilite. Some of the common complaints from users include; tracking details not being completed, no continual update on the status of the shipment, and limited customer care services. However, due to slow-moving events like customs issue or multi-modal transfer, the user frustration increases. McKinsey & Company research reveals that 55% of logistics customers find real-time tracking features critical, but only 32% are satisfied with the level of real-time capabilities available to them presently. Filling these gaps can be accomplished only with novel UX solutions on caged shipments' specifics.

4.3 UX-Driven Innovations in Packaging and Handling

Advancements in packaging have become one of the main drivers in caged shipments' UX improvement. Advanced packaging with built-in sensors today can track various environmental parameters which are for instance, temperature, humidity and shock levels. For instance, FedEx's SenseAware keeps track of information real-time and gives an assurance on the condition of the shipment hence eliminating anxieties for delicate or valuable consignments. Also, modular cage designs which make those cages easier to handle and stack across the transportation system have been developed so that transit damage is reduced. Moreover, these innovations also serve the purpose of increasing user satisfaction and reducing the number of claims and disputes necessary to optimize operational capabilities.

4.4 Role of Digital Platforms in Enhancing UX

ICT has emerged as a key in improving UX of caged shipments. Such applications which incorporate shipment track and trace, communicating with the client, and analyzing trends are wonderfully packaged to users. For example, DHL has its MySupplyChain internet system for tracking goods and checking the status of shipments, managing documents and notifications. In addition, AI-employed chatbots deployed in these platforms can reply to user queries in real-time, increasing proactivity and decreasing reliance on people's assistance. Through such technologies, satisfaction and loyalty can be created since logistics firms focus mostly on trust and transparency.

5. Factors Influencing Caged Shipment Satisfaction

5.1 Importance of Timely Delivery

On-time delivery continues to be rated highly in determining customer satisfaction within the shipment of caged products. Customers always expect products to be delivered within the set time even when handling delicate or perishable products. Event delays not only extend the duration of an event but are also one of the primary ways in which trust is eroded. The survey conducted by Statista also reveals that 78% of customers expect timely delivery to be the most important attribute within logistics services. To meet these expectations there must be realistic planning, the right route as well as contingencies planning that can be hard especially due to factors such as weather or customs hold up.

5.2 Reliability and Transparency in Tracking Systems

The means of tracking also affects service quality with reliability and transparency about the tracking systems in place. There are special systems, which give information on a shipment's location, delivery time and relating handling conditions, which are critical for gaining confidence. However, the irregular data accuracy or updating disrupts such trust among its users. A report by Accenture shows that, 65% of the logistics users want their services to track their deliveries and provide relevant information, even if the services are paid for. In the case of caged shipments, in which the location and orientation are critical to precise results, these systems must also address circumstances such as temperature variations of the cargoes and cases, and violations of the security systems.

5.3 Safe and Secure Shipment Handling

Ensuring the safety and security of caged shipments is basic to the satisfaction of all users. Additional, mishandling or Products damage during transit add costs and impacts long-term business relations with customers. A safer method of handling is due to such factors as; Advanced cage designs, use of tamper-proof seals, personnel. It is suggested that specialized handling process investment reduces claims frequency by 20% compared to traditional handling methods.

5.4 Customer Support and Communication Channels

Effective customer support and communication channels are vital for addressing concerns and maintaining satisfaction. Logistics providers that offer multiple contact points, including live chat, email, and phone support, can resolve issues more efficiently. Proactive communication, such as notifying users of delays and providing alternative solutions, further enhances trust. A study by Zendesk found that 75% of customers expect companies to offer instant support, highlighting the need for well-integrated communication systems in logistics operations.

6. Optimization Strategies for Enhancing UX

6.1 Leveraging Advanced Analytics for UX Improvement

The current use of advanced analytics has greatly made a significant contribution to logistics where caged shipments are involved regarding the user experience (UX). Through such big data, a logistics provider is able to suggest possible delivery time, where there are likely delays, and other user issues that need attention. For instance, the predictive technology can predict traffic jams and bad weather that may affect production and delivery so that the companies inform their customers in advance. A study done by Gartner showed that companies that adopted the use of analytics in their logistics had a twenty five percent increase in their on time delivery standards. Moreover, descriptive analytics provides customer behaviors' patterns that assist firms to design suitable services according to the needs, to an extent of delivering goods at some preferred time periods.

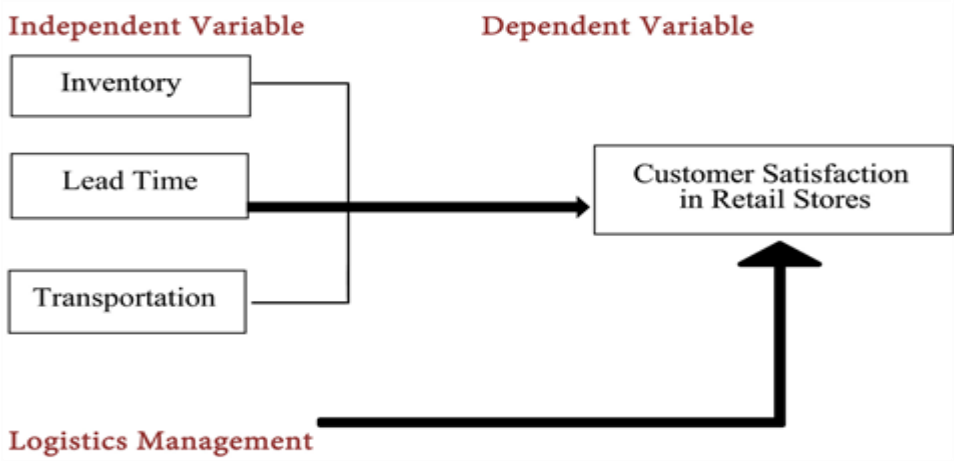

Figure 3 Impact of Logistics Management(Scrip,2020)

6.2 Application of AI and Machine Learning in UX Enhancement

AI and ML are some of the key factors that are now influencing the changes under way in the logistics services 'use experience optimization. Most of these technologies work on automation of activities that may include, tracking of updates, optimization of routes among others, and customer relations. For example, AI algorithms can learn delivery routes change the moment the traffic patterns differ in a certain region, which makes deliveries faster. When handling caged shipment, the data collected by the ML models is analysed to understand certain trends of handling risks and applications in training and safety is done by the logistics providers. According to a survey conducted by McKinsey, logistics systems facilitated by the use of artificial intelligence cut operation mistakes by 30% and there is a boost of 20% in customer rating.

AI chatbots are another strategic product which are giving immediate response to the user queries. Because of this, such systems are beneficial in addressing tracking issues or reporting during off-business-hour customer support. For instance, UPS has integrated the use of artificial intelligence chatbots targeting to handle more than 100000 users daily implying an improvement in the responsiveness of the company.

6.3 Streamlining Shipment Processes for Seamless Customer Interaction

Elimination of hurdles in shipment is critical since they usually deter consumer experiences. This includes reducing paperwork, adopting combined transport solutions, and entities' better cooperation. World Bank's research also states that by operations that drive out waste, delivery lead times can be cut by as much as 40 percent, a concept that holds significant value for caged shipment arrangements that may require the additional handling and regulation. One of the tactics is to employ paperless customs clearance and approvals before the movement of goods across international frontiers, so that transit time is not wasted.

Moreover, the integration of the current digital applications adopted by logistics providers and the consumers promotes the level of transparency. For instance, the use of APIs that connect shipment apps and platforms of the e-commerce company and the user interface guarantees real-time tracking information to the users without changing interfaces.

6.4 Integration of IoT and Real-Time Monitoring

Use of Internet of Things (IoT) has advanced tracking in logistical operations with high signal control of shipment circumstances in real-time infrastructure. In caged shipments, some Internet of things gadgets for example smart sensors and GPS trackers collect information on location, temperature, humidity, and shocks during transit. A report done by Accenture reveals that through the implementation of IoT solutions in logistic, firms have been able to reduce their damage claims rate by 35% while at the same time increasing customer satisfaction by 50%.

The use of IoT-based platforms also enables extensive problem prevention too. For example, when a sensor notices changes in temperature within shipment containing pharmaceuticals, then the system can notify both the logistics provider and the receiver to take necessary action. The companies have learned and worked on adapting IoT in their business successfully, especially Amazon which has become the benchmark for logistics companies by implementing these systems to guarantee the deliverance of sensitive shipments.

7. Implications of UX Optimization

7.1 Effects on Customer Loyalty and Retention

improving UX, has the effect of customer acquisition and, as a result, customer loyalty in the context of logistics. A positive experience creates confidence and increases future business especially in a sensitive area such as caged shipment. According to research conducted by Bain & Company, any increase in customer retention levels by 5% is likely to result in between 25%-95% improvement in profitability; thus reinforcing the economic benefits of superior UX. Logistics delivery that customers believe is secure and on time will be generally referred encouraging the services hence enhancing the reputation and marketing of the service.

7.2 Cost Efficiency and Operational Benefits

There is nothing that characterizes this line of thinking more than that enhancing the UX is not only a way to improve the customer satisfaction but also to make further enhancements to logistics providers' operational productivity and cut their expenses. With client communication, updation and claims tracking, etc., there is less intervention of manpower; this means that such manpower would focus on important activities. For instance, DHL noted that through automated tracking of shipment and use of communication to clients, they had been able to save $15 million every year. Simplified procedures also lead to improved efficiency and control over mistakes that might have occurred in the course of the delivery process, which in turn means saving on compensation costs to clients in this case, delayed and damaged shipments.

7.3 Contribution to Sustainability Goals in Logistics

Sustainability has been slowly rising as an important consideration within UX in logistics. Green technologies and redesigned process flows are being adopted by companies in order to address the environmental objectives as well as to improve customers' perspective. For example, electric vehicles, or the most efficient delivery paths, also fit the sustainability choice of green users. The survey conducted by Boston Consulting Group reveals that 63% of the company's logistics customers are ready to pay for services that are oriented to sustainability. In the packaging of the caged shipments, the products come packed in environmentally friendly packaging materials and have cage designs that can be recycled in the future.

7.4 Competitive Advantages in the Global Market

In an increasingly competitive global logistics market, superior UX serves as a differentiator. Companies that prioritize user-centric innovations gain an edge by meeting the growing expectations of customers. A survey by PwC found that 86% of customers are willing to pay more for a better experience, highlighting the potential for premium pricing models. Logistics providers offering real-time tracking, proactive communication, and secure handling solutions can position themselves as industry leaders, particularly in niche markets like caged shipments. FedEx and UPS have demonstrated how strategic UX investments drive market dominance, with both companies consistently ranking high in customer satisfaction indices.

8. Discussion

8.1 Synthesis of Findings with Existing Literature

The findings of this research align with existing literature emphasizing the critical role of UX in logistics. Prior studies have highlighted that customer satisfaction hinges on transparency, reliability, and proactive communication. This study reinforces these conclusions, particularly for caged shipments, where the stakes are higher. The integration of advanced technologies such as AI and IoT emerges as a recurring theme in both academic and industry research, underscoring their importance in addressing modern logistics challenges.

8.2 Analysis of Emerging Trends in UX and Logistics Integration

Emerging trends in UX optimization include the adoption of blockchain for secure and transparent data sharing, augmented reality (AR) for training logistics personnel, and autonomous vehicles for last-mile delivery. Blockchain solutions, such as Maersk's TradeLens, enhance trust by providing tamper-proof shipment histories. AR, on the other hand, is revolutionizing employee training, reducing human errors in caged shipment handling. These trends indicate a shift towards more integrated, technology-driven logistics ecosystems that prioritize user-centricity.

8.3 Addressing Challenges in Implementing UX Improvements

However, the idea of applying usability enhancements has specific issues: it takes a lot of money to adapt it, and people are often not ready to change. It is especially important for SMEs because, often, they cannot afford to implement modern technologies in the process of production. On this basis, in order to integrate these elements of their systems, a great deal of employee training and process reconfiguration is needed. Some of these barriers can best be solved through proposing solutions that are elastic and have the submersion of the technology costs through the help of affiliations between the government and the private institutions.

9. Recommendations

9.1 Framework for UX Optimization in Caged Shipments

In order to enhance the UX for caged shipments a clear framework to address these concerns and integrate new technologies must be developed. The proposed framework includes four core elements:

1. Data-Driven Decision Making: Use analytics in tracking shipment conditions, possible disruptions of service, and individualised interfaces of the user. Dashboards and other tools should allow getting useful information to the stakeholders.
2. Technology Integration: Use IoT to monitor the performance of machines as well as AI for predictive logistics performance, and use blockchain for documentation. These technologies enhance an appearance of a smooth and integrated system in the eyes of the user, and increase functional effectiveness.
3. User-Centric Design: Develop platform/s based on users' demands paying specific attention to the user interface, notifications and multi-language services for international appeal.
4. Continuous Feedback Loops: Ensure that feedback collection and analysis is a routine process on the business's operations. Organize it and use in order to improve processes, to solve similar problems and increase services quality step by step.

The above framework can thus be used to systematically solve UX issues as logistics providers seek to enhance customer satisfaction for caged shipment.

9.2 Strategic Actions for Stakeholders in Logistics

There is a need to bring together logisticians, technologists, and policy makers to agree on strategic activity as the next steps to enhancing ux optimisation. Logistics firms should consider directing their investments in training on how employees may safely address and promptly respond to the risks they encounter. Employees act as a channel or interface through which customers get served particularly when receiving sensitive shipments such as caged products.

The technology providers should highlight the development of solutions appropriate for SMEs that may not have access to automate the best systems. These businesses can benefit for deployed and connected IoT devices or opt for the cloud-based platforms as a way to cut the costs. Therefore, policymakers have to participate in the reinforcement of the logistics sector by integrating similar approaches to regulating the authentication of data protection, as well as encouraging environmentally sustainable logistics methods to entrepreneurs through incentives. PPPs can help considerably in financing UX-enhancing technologies research and development projects.

9.3 Future Directions for Research and Innovation

Further research should be carried out to examine some of the effects of optimizing UX on logistics ecosystems in the long run. Research could be based on what quantum computing or edge AI does to predictive analytics and shipment tracking.

Another promising field for research is the CBA of logistics customers, and the impact that the enhancements over time have on users' buying choices and their levels of commitment.

As for innovation the creation of autonomous caged shipment handling systems could define this sector. Driverless vehicles for mobile shelving in the warehouses and smart drones for last-mile delivery with management over caged goods would radically eliminate any human interferences and squandered time. Further, developing consistent UX logarithmic indices containing supply chain logistics UX indices, for example, a Logistics UX Index, will assist companies in setting up performance benchmarks.

10. Conclusion

10.1 Summary of Key Findings

This work also discusses the effects of UX optimization on customer satisfaction for caged shipments. Sophisticated communication, business intelligence, and automation of Internet of Things and blockchain have established themselves as enabling technologies for dealing with all these shipments. Some of the factors that have an impact on customer satisfaction are delivery time, safety transportation, efficient tracking and good customer care. These changes benefit customer relations but also enhance usability, overall performance, and cost-effectiveness.

10.2 Revisiting Research Objectives

Overarching objectives of the study are met successfully to details of the caged shipment and recommended solutions to improve UX. When combining the qualitative and quantitative data used in the research, the findings explain how the players in the logistics industry can improve satisfaction levels and consequently obtain competitive edges globally.

10.3 Final Thoughts on the Role of UX in Logistics

As the customer demands are inclining toward higher standards, the dumbing down of the interfaces to its customers has emerged as the key competitive advantage in the logistics industry. This places UX at the forefront to act as the most important consideration where for caged shipments security, precision and timeliness cannot afford to be compromised. Industry players who put capital, effort, and resources in technology, and bring changes to reflect customer-centric strategies while encouraging innovativeness bear the best of customer expectations that come with growth and competitiveness in the marketplace.

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