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As freight moves online, WebCargo introduces sales, booking and management portal for forwarders

June 22 2021 BARCELONA - A year of unprecedented shifts in global freight's pace and volatility has changed shippers expectations of forwarder customer service. WebCargo, a Freightos Group company, is proud to launch **WebCargo Vista**. This best-of-breed digital freight rate management and online freight sales portal taps into over a decade of freight tech experience to improve sales and communication efficiency for forwarders.

WebCargo Vista is unique in its combination of multimodal rate management with a leading pricing, booking and management platform, enabling over 90% of customer bookings to be conducted without a phone call or email. Together with powerful TMS integrations, this unlocks fully digital customer service and sales.

Recent research shows that only 25% of top freight forwarders currently offer accessible online booking¹. WebCargo Vista leverages Freightos Group's industry-leading multimodal routing and pricing algorithm, proven across tens of thousands of shippers large and small. It enables forwarders to manage their services online through a branded sales portal connected directly to their rate management systems.

"Innovation is essential to meet our customers' future demands," said Mr. Yasuyuki Takahashi, CIO of Yusen Logistics, who recently launched [Yusen Vantage Focus Quote and Book](#). "Through WebCargo Vista's technology, we can support the rapid results and efficient management of international freight forwarding, demanded by the current climate."

"Any questions about the need for scalable digital freight forwarder customer service went out the door in 2020." said Manel Galindo, CEO of WebCargo. "Vista enables forwarders to easily sell online - with 80% of bookings accepted in under two minutes - while seamlessly managing and communicating throughout the entire process."

¹ The Evolving Landscape of Logistics Tech - The State of Digital Freight 2021, <https://www.freightos.com/resources/evolving-landscape-the-state-of-digital-freight-2021/>



Learn more about WebCargo Vista at <https://www.webcargo.co/vista/>

About WebCargo, a Freightos Group Company

[WebCargo®](#) is the most advanced digitization platform for logistics service providers.

WebCargo Air is the leading platform for live air cargo rate distribution and bookings between hundreds of airlines and 2,000+ forwarders. Partners using fully digital eBooking and rate distribution on WebCargo include leading airlines, like Lufthansa, Etihad Cargo, Air France KLM, IAG Cargo, SAS, and AirBridgeCargo. Logistics providers who are IATA members can access dynamic capacity, pricing, and eBooking by signing up at webcargo.co.

WebCargo AcceleRate® is the leading platform for enterprise freight forwarders to manage rates and automate sales, spanning ocean, air and land. Customers include Hellmann, Nippon Express, DSV Panalpina, and dozens more.

WebCargo joined Freightos Group in 2016. The Freightos Group also operates freightos.com, the world's largest digital freight platform for the trillion-dollar international shipping industry, and the Freightos Baltic Index, the only daily container index, in collaboration with the Baltic Exchange. Founded by serial entrepreneur Zvi Schreiber, Freightos is a logistics technology pioneer with a worldwide presence, and has raised \$92 million from leading venture funds, including GE Ventures, Aleph and the Singapore Exchange.