

# Expanding visibility and booking services for customers with Cargospot APIs

## How Tap Air Cargo extended services for booking and Salesforce integrations



*“With Cargospot APIs, we are able to offer our clients a 24/7 fully digital booking experience for price, capacity, and shipment visibility, thus increasing our digital sales by double-digits week-on-week.”*

- Bernardo Nunes, Director, Cargo & Mail

### Challenges

- Need to offer services 24/7
- Develop a fully digital self-service experience for agents
- Smooth integration with current cargo management application

### Benefits realized

- Double-digit growth of digital bookings week-on-week
- Seamlessly integrated with TAP's cargo management application, Cargospot
- Own website booking & 3rd party booking portals, such as cargo.one & webcargo
- Easily scalable thanks to quick to implement CHAMP's open cargo approach
- Account management Salesforce integration
- Flexible and customizable service offerings with future APIs

### Solutions used

Cargospot Airline, Cargospot Handling, Cargospot AirMail, Traxon cargoHUB, Traxon Global Customs, Traxon Global Security



Cargospot APIs is an optional feature which enhances your Cargospot experience. It enables the enhancement, further customization, and acceleration of value through already existing products and services - allowing efficient collaboration, while preventing unnecessary duplication of work.

As market expectations change, service providers need to adapt to meet customer requirements. The team at TAP Cargo knew that expanding its services to meet the digital demands of today's freight forwarders was absolutely necessary for its continued success. As a long-time CHAMP customer, the airline sought CHAMP's expertise to find a solution for an expanded set of features required for offering its freight forwarding customers the most cutting-edge services possible.

Working together, the teams collaborated to develop APIs for the job. Rather than adding new stand-alone services – TAP Air Cargo opted to integrate its new offerings into its existing cargo management application, Cargospot Airline by using APIs. Mr. Bernardo Nunes added, “It was a natural decision to remain in the CHAMP ecosystem. We wanted to add services on top of our cargo management application, rather than complicate it with further solutions.”

The teams produced eight unique APIs, enabling TAP Cargo to now offer a fully digital and customizable self-service booking experience available 24/7 via its website. The data is sourced directly from TAP's Cargospot system and offers flexibility and ease of use to its customers, but also amasses a wealth of efficiencies in-house by streamlining the sales and booking process.

Customers can find capacity, seek a quote, create and cancel bookings, and even track shipments – through TAP's portal or marketplaces such as cargo.one. All these features are automated through a few clicks and without customers having wait-times for quotes or booking requests. This allows TAP to focus its attention on business areas that require more diligence. This allows TAP and its customers to manage their workflows with greater accuracy.

In house, TAP can monitor its customers' relationship with an integration with its customer relationship management tool, Salesforce. Having implemented post-pandemic this has allowed the airline to invest less on manual workload effort and more on agile ways to dynamically provide better services. Since implementation, these new functionalities have led to *double-digit growth* in TAP's digital sales week-on-week.

All the while, TAP, via its APIs, has total control over who has access and what information it provides to its customers. This is accomplished via CHAMP's API gateway, a service offering a self-service developer portal. Mr. Bernardo Nunes says, “By using APIs, we are able to remain agile and flexible for further development without having to reinvent the wheel. We are eager to implement more as further needs arise.”

