
GCA AIR- AI Assistant & Platform

Jun 2025

AS IS – New Booking / Edit Booking

Outlook / CX

- Receive Booking Instructions
- Identify Attachment
- Summarize Shipping Instruction by Email Content

Cargowise

- Create Booking Manually / Upload Doc to eDoc
- Create Shipper / Consignee Organization Code
- Review Credit Agreement
- Loading Instruction > Send to TMS

Outlook

- Release SO Number
- Send Booking Confirmation
- Assign Collection with Trucking Company / Warehouse
- Pre-Advise to Oversea
- HAWB / Invoice return to Shipper

What is LLM (Large Language Model)

LLMs (Large Language Models) excel in linguistic analysis and text comprehension. They efficiently process natural language, performing strongly in semantic understanding, contextual analysis, translation, text generation, and dialogue, particularly in capturing linguistic nuances and producing

Advantages

- Strong language understanding
- Wide applications (translation, dialogue, etc.)
- Contextual awareness

Disadvantages

- High training / usage costs
- Potential bias in outputs
- Error-prone content
- Weak mathematical ability

TO BE - New Booking / Edit Booking by LLM + Platform

Shared Mailbox

- Receive New Mail

LLM

- Identify Email Purpose (New Booking / Edit Booking / Provide Shipping Documents etc.)
- Extract Booking Form Details
- Identify and Extract Details from Attachment

New CX Platform

- Verify the Results of AI Behavior and Correction
- Review Credit Agreement
- Shipping Documents Management
- Real-Time Chat with Other

Cargowise

- Receive the Data / Docs from LLM via API
- Create / Update Booking via API
- Send Email with Shipper / Oversea Through Workflow

New CX Platform

Shipment Overview										
	Total Price	Shipper Name	Consignee Name	Origin	Destination	CIV	PKL	BKC	HBL	INV
Email	13.10	ZTE CORPORATION	ZTE DO BRASIL INDUSTRIA, COMÉRCIO, SERVIÇOS E PARTICIPAÇÕES LTDA.	CNSZX	BRHOD	✓	-	-	-	ZI25051006BR
Shipment	25.50	HUAWEI TECHNOLOGIES	HUAWEI EUROPE	CNHGH	DEHAM	✓	-	12345	HBL-789	INV-20230721
	18.75	SAMSUNG ELECTRONICS	SAMSUNG GERMANY	KRSEL	FRCDG	-	PKL-456	-	HBL-101	INV-20230720
	30.00	APPLE INC.	APPLE EUROPE	USLAX	NLAMS	✓	PKL-789	BKC-987	HBL-202	INV-20230719

New CX Platform



Navigation

- [Email](#)
- [Shipment](#)

Inbox

- [COCO LUO - New Booking FM TO GERMANY \(7 Jul 2022\)](#)
- [Jenny ZHANG - Shipment Update \(6 Jul 2022\)](#)
- [Edwin Lee - Payment Confirmation \(5 Jul 2022\)](#)
- [Kit Chan - Urgent Request \(4 Jul 2022\)](#)
- [Sunny Lam - Meeting Notes \(3 Jul 2022\)](#)

MAERSK

From: COCO LUO
 To: Sunny Lam ; Edwin Lee ; Jenny ZHANG
 Cc: Lee, SSEN_HKG_AIR_EXPORT ; Kit Chan
 Subject: New Booking FM TO GERMANY FOR P/NO. E202207062 BY AIR, PLS SEND SO TO US, WITH THANKS!
 Date: Wed, 7 Jul 2022 4:20 PM
 Attachment: 3 files

Dear Sunny,

New booking fm HK TO GERMANY FOR P/NO. E202207062 BY AIR, PLS SEND SO TO US, WITH THANKS!

Thank you & best regards,

COCO LUO
 羅可
 UNION GRAND CARGO (HK) CO., LIMITED
 Tel: 755-82996688 / 852-31171151
 Fax: 755-82996680 / 852-36519880
 Email: coco.luo@uniongrand.com.cn

All business transactions are conducted in accordance with the Company's Standard Terms of Operations and all liabilities, exclusions or limitation of the Company will be based on its Standard Terms of Operating

[Booking_Details_E202207062.pdf \(1.2 MB\)](#) [Invoice_E202207062.pdf \(0.8 MB\)](#) [Packing_List_E202207062.pdf \(0.5 MB\)](#)

Extracted Shipment Data

Total Price	13.10
Shipper Name	ZTE CORPORATION
Shipper Address	ZTE PLAZA, KEJI ROAD SOUTH, HI-TECH INDUSTRIAL PARK, NANSHAN DISTRICT, SHENZHEN, P.R.CHINA 518052
Consignee Name	ZTE DO BRASIL INDUSTRIA, COMÉRCIO, SERVIÇOS E PARTICIPAÇÕES
Consignee Address	Rodovia Jornalista Francisco Aguirre Proença, S/N, Condomínio Techtown Lote 11, 13186-525, Hortolândia / SP, Brasil
Incoterms	DAP - BR HORTOLANDIA
Origin	CNSZX
Destination	BRHOD
Marks and Number	Box number B250418914342
Description of Goods	Radio Frequency Cable SMA-J/SM086-650mm/SMA-J 626900017800 V1.
HS Code	8544.20.00
Invoice Number	ZI25051006BR

Send To CW1

Pain Point

Personal Email Inbox

Personalized Operations

Personalized Email Format

Manually Creating Shipments in CW1

Benefits

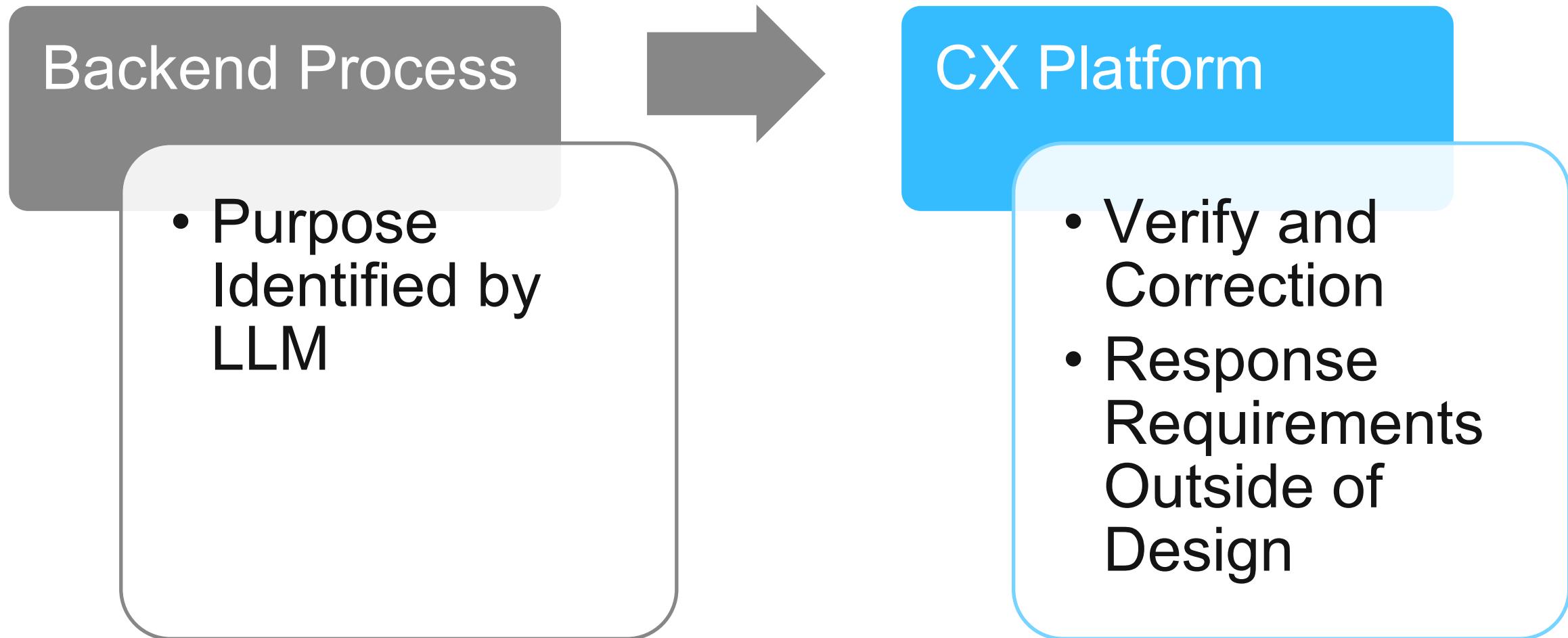
Shared Email Address

Standardized Operations

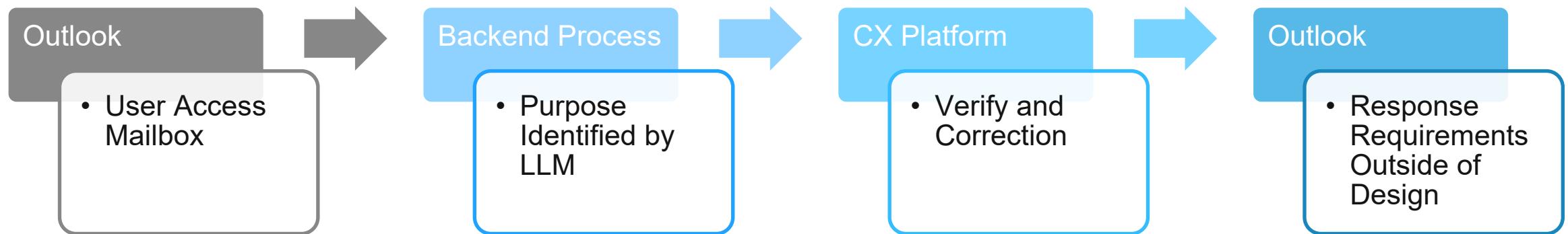
Unified Email Format

Fully Automated Shipment Creation

Everything From Email – Option 1



Everything From Email – Option 2



AI Agent is a Smart Program

- A smart program that works like a helpful assistant.
- Understands tasks, makes decisions, and acts on its own.
- Examples: Searches data, answers questions, or controls devices.

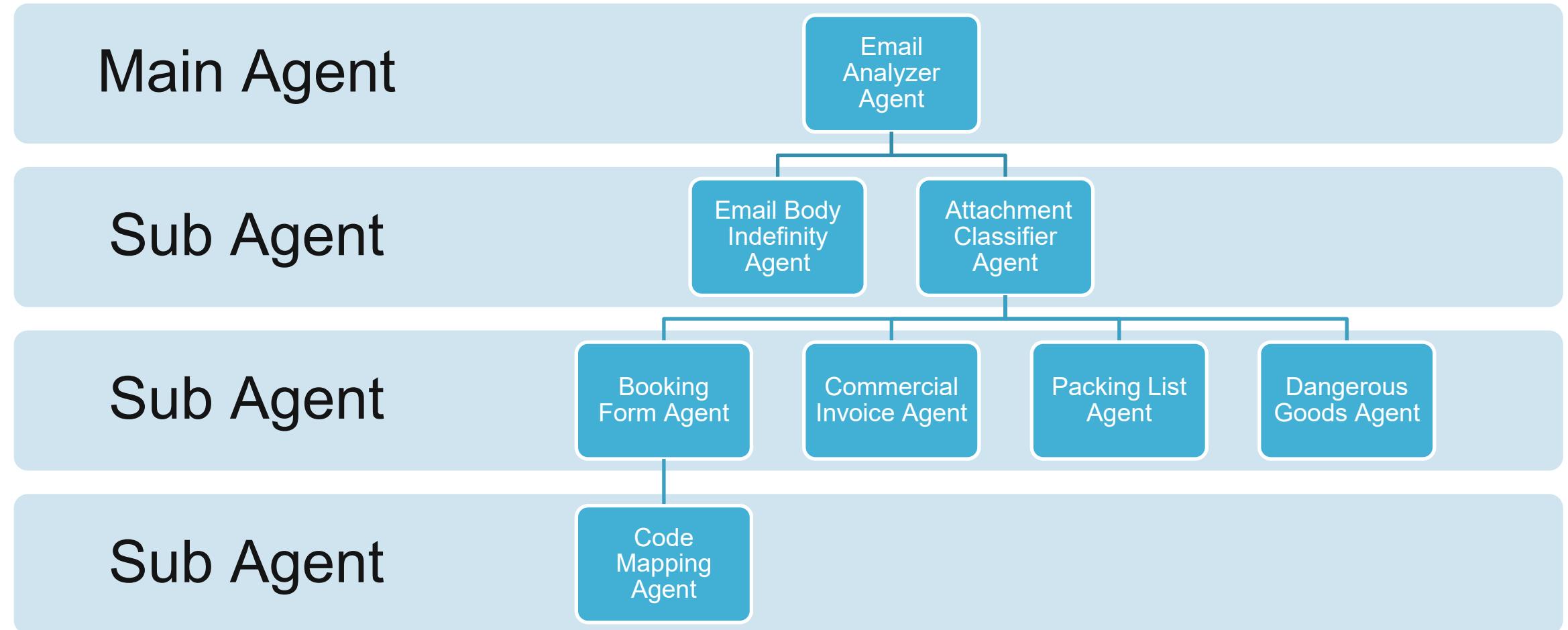
Main Agent calling Sub Agents

- Main Agent is like the brain, splitting a big task into smaller parts and assigning them to specialized Sub Agents (like helpers for searching data or calculating costs).

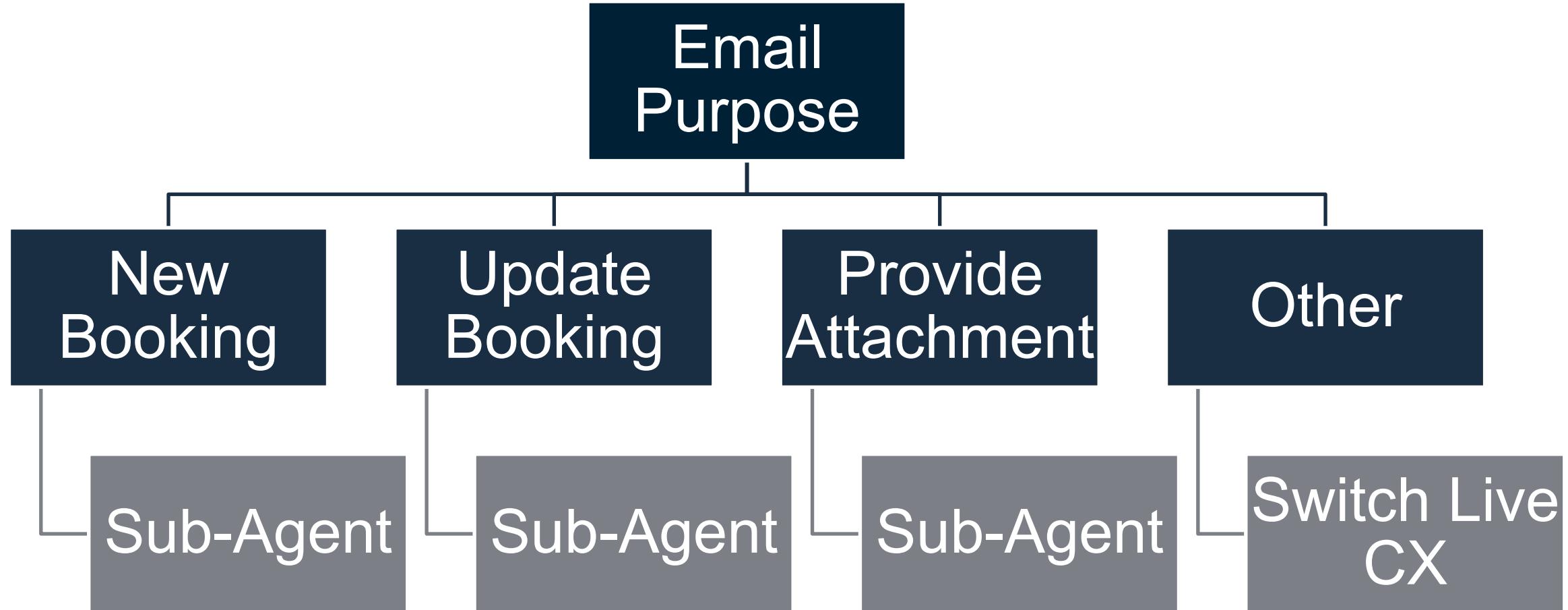
Benefits:

- Each does its job, so it's efficient.
- Flexible, easy to add new features.
- Errors in one part don't break everything.
- Works like a team, handling complex tasks faster.

Multi-Agent Layout



Email Analyzer Agent



Email Body Indefinity Agent

Email Body

Dear Sunny / Edwin / Kit,

Cargo Ready Date: **08 Aug.**

As per previous shipment, customer informed that due to customs clearance, the AWB Weight need to same as our Packing list.

Would you please follow our gross weight: 46 KGS as be final as AWB.

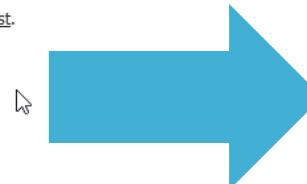
Please find the attached **SI** for Dascom Europe.

Please confirm will arrange to pick up these **10 cartons** as the below address on **08 Aug 2022 (15:00)**.

荃灣海盛路9號 有線電視大樓 27樓 07室

****提貨前請聯絡 员生:9158 9835****

Thanks & best regards,
Shirley Leung
DASCOM (HOLDINGS) LTD.
Tel: 852 - 2498 1507



LLM Extraction

Cargo Ready Date: 08-Aug-2025

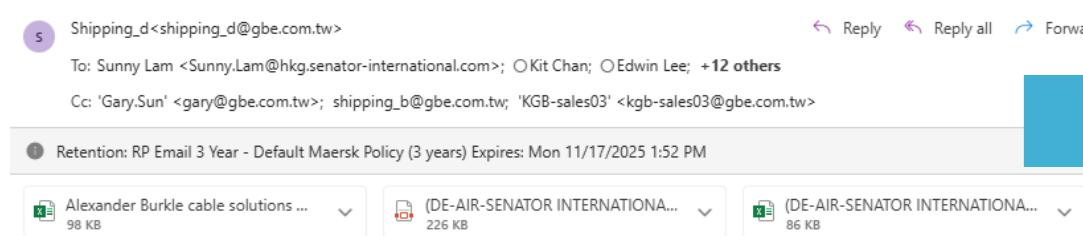
Pickup Address: Tsuen Wan, Hong Kong

Pickup Date: 08-Aug-2025 15:00



Attachment Classifier Agent

Email Body



LLM Extraction

1st Attachment: Packing List

2nd Attachment: Booking Form

3rd Attachment: Commercial Invoice

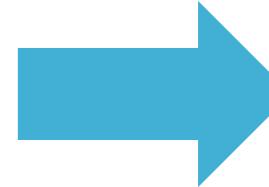
Booking Form Agent

Booking Form

Booking Party (complete name and address) ZTE CORPORATION ZTE PLAZA, KEJI ROAD SOUTH, HI-TECH INDUSTRIAL PARK, NANSHAN DISTRICT, SHENZHEN, P.R.CHINA 518052		"BY AIR FREIGHT"	S/O No.
 MAERSK			
<p>请使用我司标准格式托单，并详细填写。感谢 标黄部分及运输条款必须填写 每列标黄处都有提示，请点右上角小红点</p>			
Shipper (complete name and address) ZTE CORPORATION ZTE PLAZA, KEJI ROAD SOUTH, HI-TECH INDUSTRIAL PARK, NANSHAN DISTRICT, SHENZHEN, P.R.CHINA 518052			
Consignee (complete name and address) ZTE DO BRASIL INDUSTRIA, COMÉRCIO, SERVIÇOS E PARTICIPAÇÕES LTDA. Rodovia Jornalista Francisco Aguirre Proença, S/N Condomínio Techtown Lote 11 13186-525 Hortolândia / SP Brasil CNPJ: 05.216.804/0001-46 IE:			
Notify party (complete name and address) ZTE DO BRASIL INDUSTRIA, COMÉRCIO, SERVIÇOS E PARTICIPAÇÕES LTDA. Rodovia Jornalista Francisco Aguirre Proença, S/N Condomínio Techtown Lote 11 13186-525 Hortolândia / SP Brasil CNPJ: 05.216.804/0001-46 IE:		Air Freight (确认处打Y)	Other Charges (确认处打Y)
		<input type="checkbox"/> PREPAID	<input checked="" type="checkbox"/> PREPAID
		<input checked="" type="checkbox"/> COLLECT	<input type="checkbox"/> COLLECT
By First Carrier	Place of receipt	Amount of Insurance	Declared Value for Carriage
Flight / Date	Airport of Departure		
Airport of Destination	Place of delivery	Final Destination	Declared Value for Customs
PARTICULARS FURNISHED BY SHIPPER - CARRIER NOT RESPONSIBLE			
Marks and numbers	No. of Ctns/pkgs	Kind of packages : description of goods	
N/M	25 PKGS	DA2505090144+DA2505090146+DA2504160436+DA2505090145 SFP-GE(e) PROTECTION GROUND CABLE(6MM2) DC POWER CABLE (CCC/VDE/CE Certification, Suitable For In Addition To Europe, North America) 6120H Lug For Front Fixing (19 Inch) SFP+-10GE(10GBASE-LR/LW,LC) 6120H-S(DC)(Coated) SFP-1000BASE-BIDI(1490nm Tx/1310nm Rx,10km,LC) SFP-GE(e) PROTECTION GROUND CABLE(6MM2) DC POWER CABLE (CCC/VDE/CE Certification, INCOTERM:DAP	
		Gross weight (Kgs)	Measurement (CBM)
		469.09 KGS	4.533598 0.58*0.49

LLM Extraction

Shipper / Consignee / Notify
 (Name, Address and Tel Number)
 Origin and Destination
 Description / Shipping Marks
 Gross Weight / Volume
 Incoterms



Commercial Invoice Agent / Packing List Agent

PO Number

HS Code

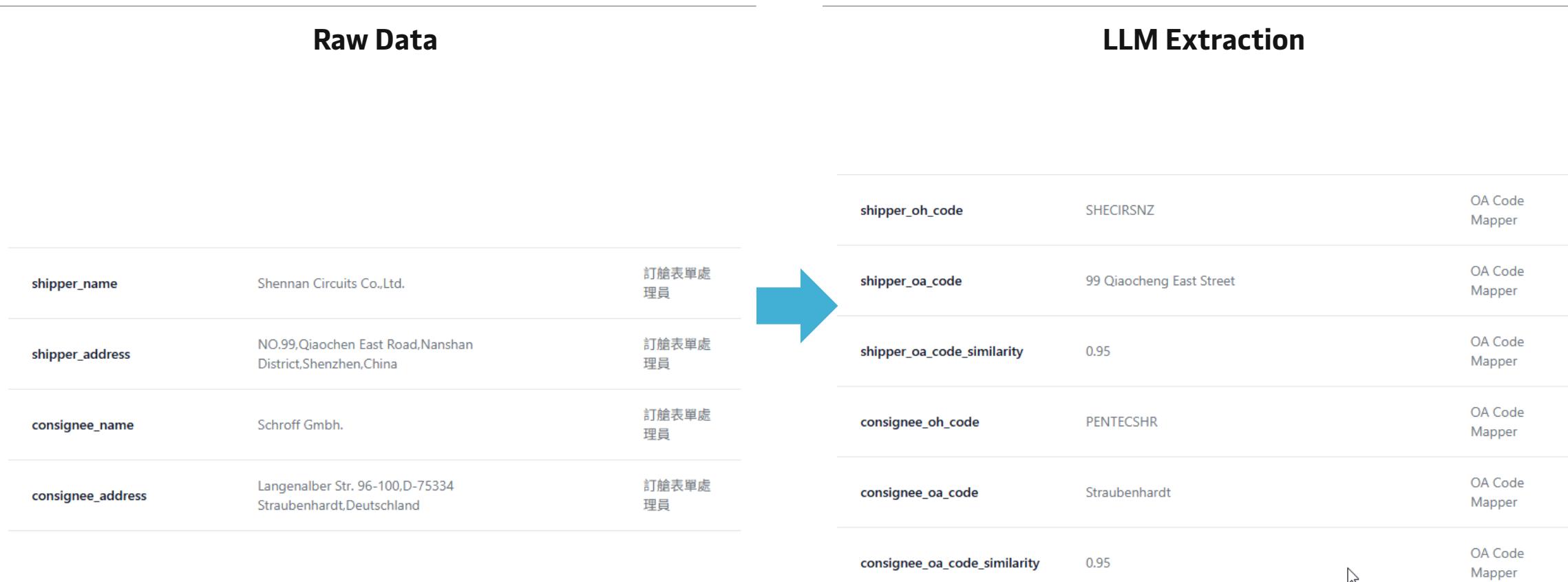
Cargo Value

Dimensions

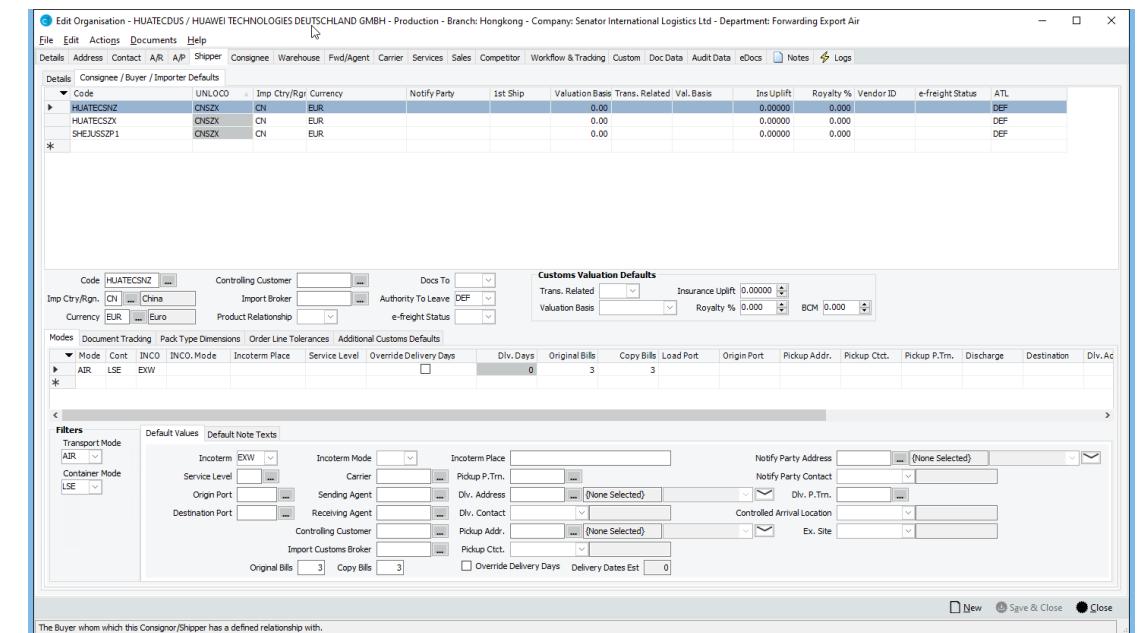
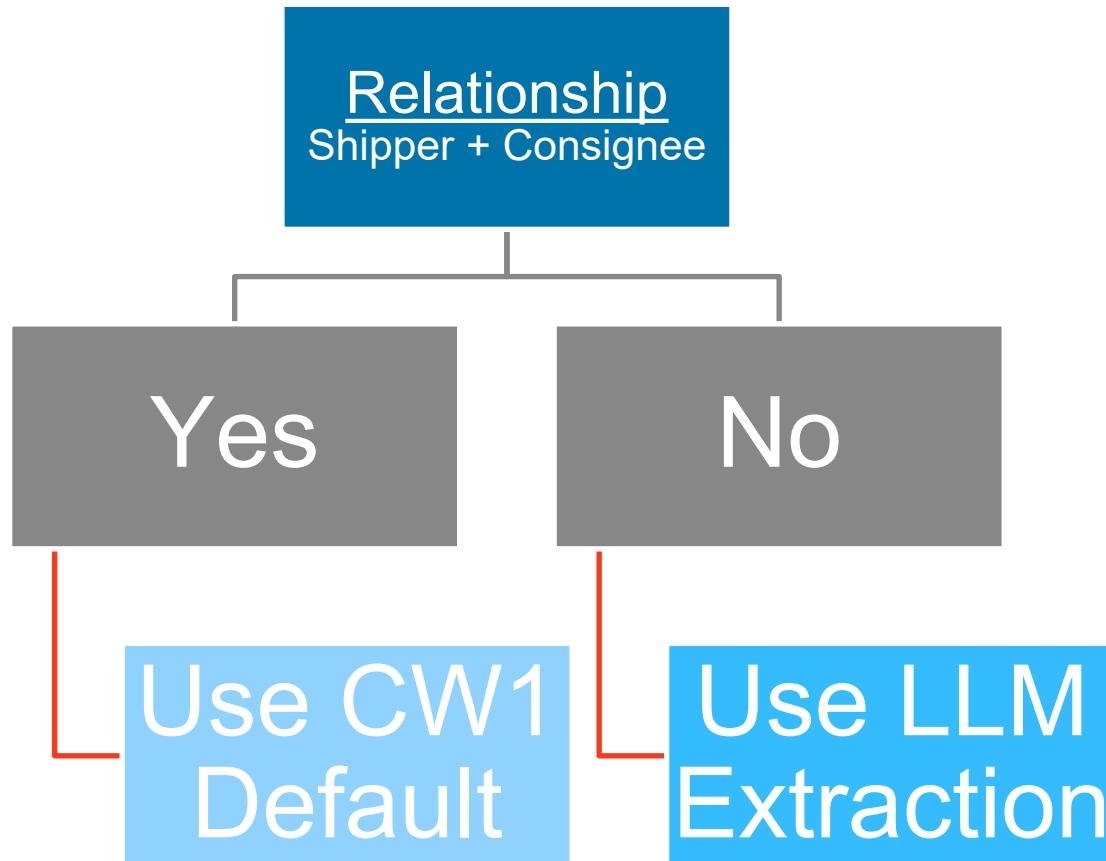
Dangerous Goods Agent

		是	
<code>is_dangerous_goods</code>	否		Dangerous Goods Checker
<code>dg_confidence</code>	0.95		Dangerous Goods Checker
<code>dg_reasoning</code>	<p>根據提供的文件內容，貨物描述為印製電路板（Printed Circuit Boards），且在Senator Booking Form中明確標示危險品欄為『否』，未提及含磁石、鋰電池或液體等危險品。發票及包裝清單中亦無任何隱藏危險品的模糊描述或可疑跡象。雖然電路板可能涉及危險品（如含鋰電池），但文件中無相關證據支持此推測。因此，判定為非危險品，信心程度為0.95，僅留小部分不確定性以應對潛在漏報風險。</p>		Dangerous Goods Checker

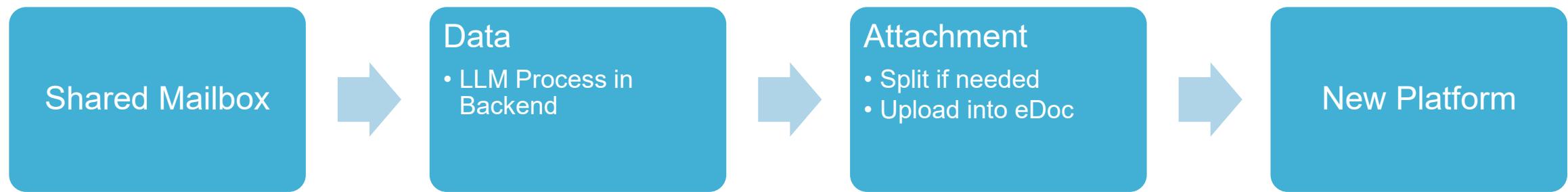
Code Mapping Agent



Use Default Data



New CX Platform



New CX Platform – Other Functions

- Rate Selection from Client Rate
- Green Light for Oversea
- Draft HAWB
 - Full name and address stored at CW1 note



Your Air Freight Booking is Confirmed!

您的空運預訂已確認！

Dear [Customer Name],

尊敬的[客戶姓名]，

We are pleased to confirm that we have received your new air freight booking with Maersk Air Cargo. Thank you for trusting us with your logistics needs.

我們很高興確認已收到您在馬士基航空貨運的新空運預訂。感謝您信任我們處理您的物流需求。

Booking Number / 預訂編號: [Booking Number]

Origin Airport / 起飛機場: [Origin Airport]

Destination Airport / 目的機場: [Destination Airport]

Cargo Type / 貨物類型: [Cargo Type, e.g., General Cargo]

Estimated Departure Date / 預計出發日期: [ETD]

Estimated Arrival Date / 預計到達日期: [ETA]

Weight / 重量: [Weight, e.g., 500 kg]

Volume / 體積: [Volume, e.g., 2.5 m³]

You can view your booking details and download a PDF copy in the [Documents folder](#) of your Booking Shipment Binder on our platform.

您可以在我們平台的預訂運輸文件夾中的[文件夾](#)中查看預訂詳情並下載PDF副本。

[View Booking Details / 查看預訂詳情](#)

If you have any questions or need assistance, please contact our Customer Experience team at AirSupport@maersk.com or visit our [Support Page](#). We aim to respond within two business days.

如有任何疑問或需要幫助，請聯繫我們的客戶體驗團隊，電郵：AirSupport@maersk.com，或訪問我們的[支持頁面](#)。我們將在兩個工作日內回覆。

Thank you for choosing Maersk Air Cargo for your air freight needs.

感謝您選擇馬士基航空貨運滿足您的空運需求。

Best regards,

The Maersk Air Cargo Team

此致敬禮，

馬士基航空貨運團隊

Send Mail to Customer

Email	Trigger Point
Booking Confirmation	Shipment Converted
Booking Updated	Manually
Flight Confirmed	HAWB printed
Flight Share and Return HAWB	1st Leg Actual Time of Departures
Return SAP Invoice	SAP Import Invoice Returned

Time Different When Receiving New Booking

AS IS

Item	Time
Receive customer booking	0.5
Check customer booking completeness	4.5
Create booking	7
Review Credit Agreement	2
Send Booking Confirmation	1
Check for greenlight, email with booking details	7
Confirm pick up requirement with customer	2
Documents upload into eDoc	3
	27

TO BE

Item	Time
Receive customer booking	0.5
Check customer booking completeness	0
Booking Validation	3
Review Credit Agreement	1
Send Booking Confirmation	0
Check for greenlight, email with booking details	3
Confirm pick up requirement with customer	1
Documents upload into eDoc	0
	8.5 (Less 18.5 Min)

Multitasking Background Synchronization

Pilot Customer

- Non-Ecommerce Client
- Exclude Top 15 Customers (ASML, H&M, BOSCH, BMW)

District	Matched Shipment Per Month
PRE	500
PRN	300
PRS	400
TW	100

Pre-Condition

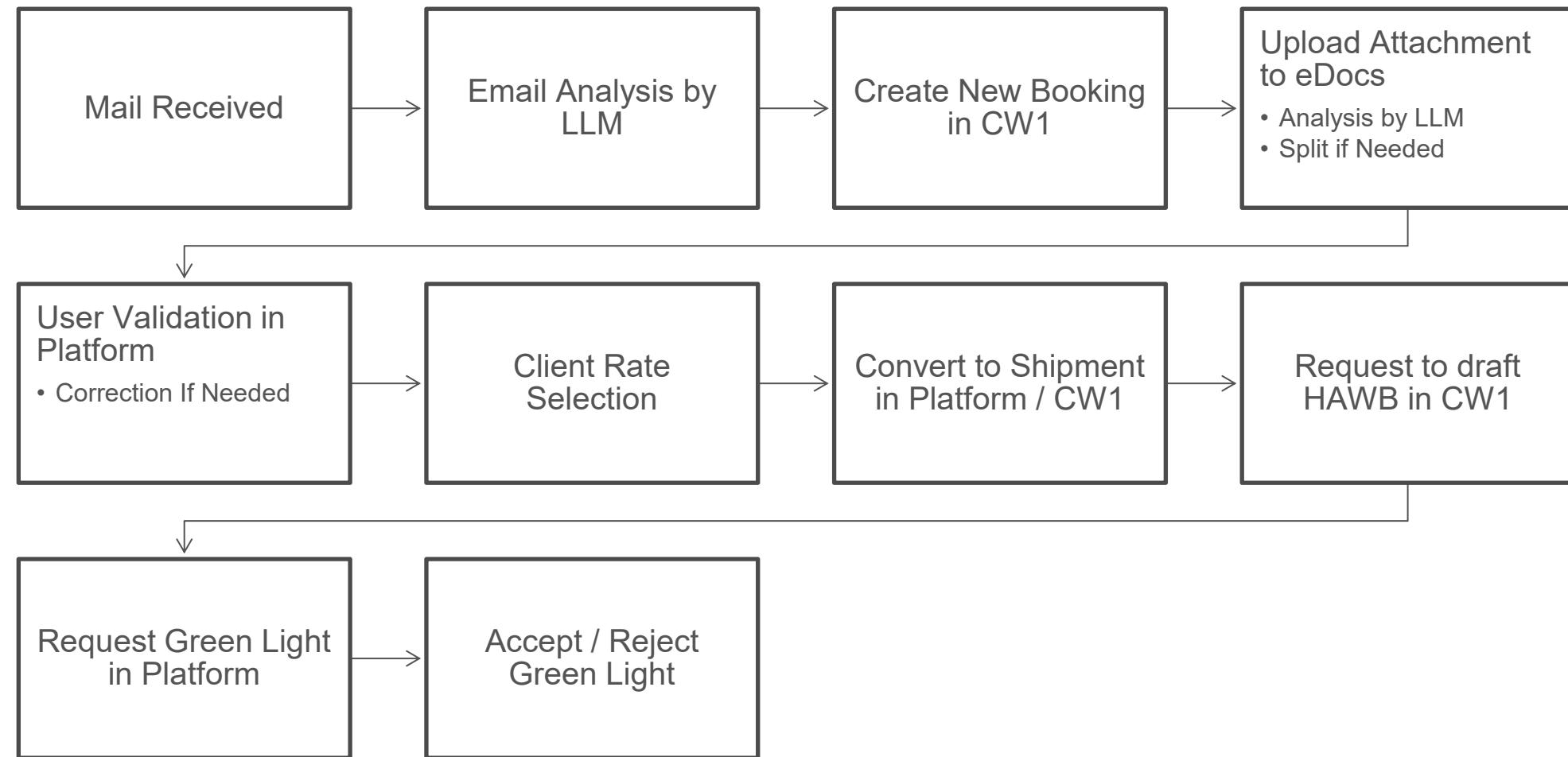
Item	Time	Frequency
Maintain Shipper Email Address	2	New Shipper
Maintain Relationship Shipper-Consignee	3	New Relationship

Form Centralized Team

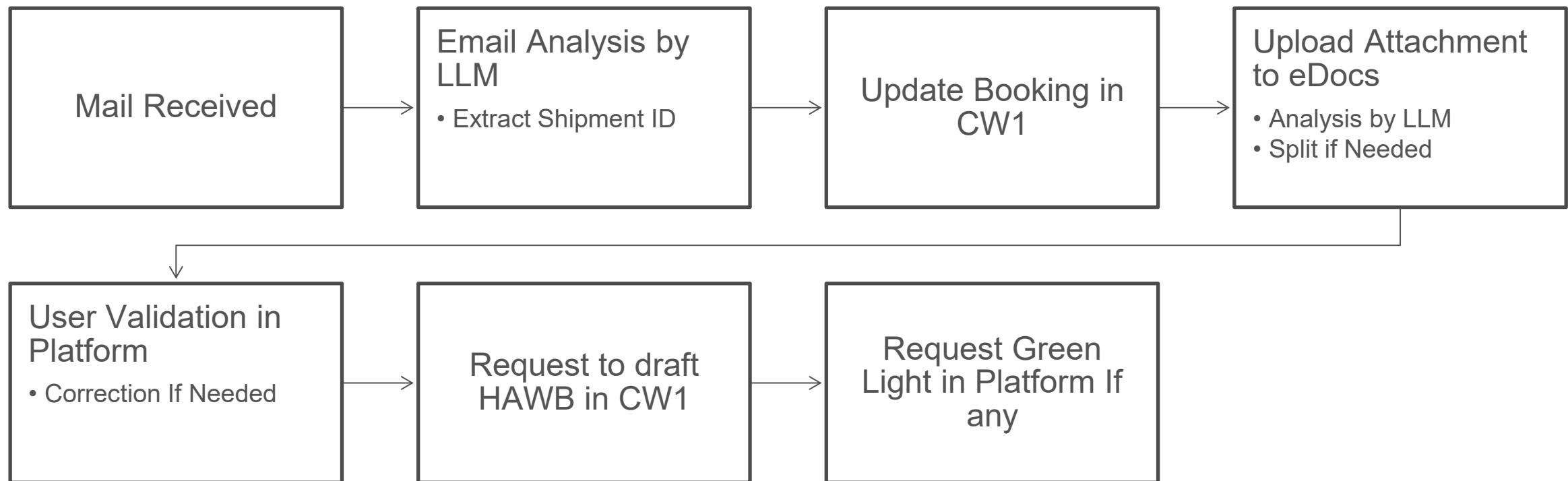
Dependence

Item	Responsible	Purpose
Self-hosted LLM Docker	Tech - Josh	Data privacy, control, customization, cost-effective, scalable, offline access, security, flexibility, integration, reliability.
CW1 Email Template	PPO	Maersk style, Corporate Email Style
Advanced Workflow	PPO - Akhil	Default More Fields like Controlling Agent, Delivery Agent, HBL Dlv. Mode, Latest Delivery Date
CFS Instruction Template	End User	PDF Gate-in Instruction for Trucker
Custom Field & Note in CW1	Tech - Timmy	Stored Extraction Data from LLM
New Green Light Process	FPO	Get the Green Light in Web instead of Task
End-to-End Training	BPE	

High-Level Process / New Booking



High-Level Process / Update Booking



A Further Enhancement

- Custom Documents Pre-Check by LLM
- Est vs ACT Cargo Figure Validation by LLM
- CST-REV Calculation

Limitations

- Documents in Excel & Word is perfect. Selectable PDF text is work. Scanned PDF is unworked.



Q&A