

# Key highlights for Customer Online Portal

Layer	Key highlights
Users	<ol style="list-style-type: none"><li>1. <b>External: Customer</b> (Fowarder/ Carrier / Individual customer)</li><li>2. <b>Internal: Employee</b> (Sales/Operations/Managment)</li></ol>
User Experience	<ol style="list-style-type: none"><li>1. <b>Online Services for Customers (Web and Mobile)</b></li><li>2. <b>E-mail/ Mobile Notifications</b></li></ol>
Security & Access	<ol style="list-style-type: none"><li>1. <b>System Security:</b> Apply Zero Trust principles when designing system integration (API/EDI) to protect access and interaction between systems. Reference: <a href="#">OWASP Top 10 API Security Risks – 2023 - OWASP API Security Top 10</a></li><li>2. <b>Application Security:</b> Apply the principle of “Security from Design” to software development process to detect and eliminate security vulnerabilities in the early development stage.</li></ol>
Integration	<ol style="list-style-type: none"><li>1. <b>Integration technologies:</b> API (including Open API), EDI</li><li>2. <b>Potential integration:</b> Internal systems: CMS, SAP, BI, sensor data tool, queue management system. External systems: IATA Onerecord, related systems of Forwarder, Airlines, ALSx, Custom, Security, Ground Handling Service and other stakeholders <b>within the logistics value chain</b>.</li><li>3. <b>Architectural style:</b> In the future more and more modules will be rolled out to enhance this app. To achieve scalable &amp; agility, it's recommended to use SOA or Microservice Architectural style.</li></ol>
Application	<p>From Application point of view, Customer Online portal serves as a digital tool which enables the following <b>customer &amp; employee experiences</b>:</p> <ol style="list-style-type: none"><li>1. <b>Faster Service delivery &amp; Customer support:</b> By digitalize many processes, Service delivery &amp; Customer support can be streamlined to reduce response times and enhance efficiency, leading to a more seamless customer journey and drive customer satisfaction. <b>Suggeststed functionalities for Service delivery:</b><ul style="list-style-type: none"><li>• Online registration</li><li>• Online service request: Allow customers to key in shipment information by multiple ways: Manually, upload eletrolic files (e.g. AWB) or use OCR to detect information from image/scanned copy (e.g. scanned AWB)</li><li>• Queue Number generation &amp; Online Queuing</li><li>• Online Payment</li><li>• Track &amp; Trace</li><li>• Flight Schedule</li><li>• Email/Mobile notifications</li></ul><b>Suggested functionalities for Customer support:</b><ul style="list-style-type: none"><li>• Channel 1: Self-service via Vizualized User Manual, Predefined Questions (Chatbot, FAQ) and Audit Trail</li><li>• Channel 2: Raise Ticket, communication (follow SLA)</li><li>• Channel 3: Click to call customer support</li></ul></li><li>2. <b>Efficiency and Convenience:</b> The self-service portal can provide instant information &amp; empowers customers to resolve their queries or issues without the need for direct assistance.</li><li>3. <b>Transparency &amp; Reliability:</b> With near real-time visibility into <b>shipment status and location for door-to-door moves</b> (<i>by integrating with 3<sup>rd</sup> parties system i.e., IATA OneRecord, IATA Interative, FW, Airlines, ALSx, Custom, Security, Ground Handling Service...</i>), ALSC can transform the customer Track&amp;Trace experience while reducing operational costs. From technical point of view, these customer experiences can be enabled by <b>embedding Integrated Logistic Platform to function as a cohesive part of the ALSC's customer online portal</b>.</li><li>4. <b>Continuous improvement basing on data-driven decision making</b> <b>Suggested Analytic Dashboard:</b><ul style="list-style-type: none"><li>• Customer Service KPI &amp; Sales Performance Dashboard</li><li>• Customer Customer Satisfaction KPI Dashboard</li><li>• Operational performance analytics and dashboard</li><li>• Customer Journey Analytics</li></ul></li></ol>
Database	<ol style="list-style-type: none"><li>1. <b>Database Management System (DBMS):</b> Oracle is preferred.</li><li>2. <b>Compliance and Standards:</b> Ensuring compliance with relevant industry regulations (e.g. IATA OneRecord) and data protection standards (e.g Decree 13/2023 PDPD) to maintain legal and ethical integrity.</li></ol>
Infrastructure	<ol style="list-style-type: none"><li>1. <b>Business Continuity:</b> Building a business continuity process along with a backup and disaster recovery to ensure that the business operations of ALSC are not interrupted when incidents occur.</li><li>2. <b>Incident Monitoring &amp; Response:</b> Strengthen the expertise of the security incident monitoring team and automate the incident response process.</li></ol>
People & Organization to be prepared	<ol style="list-style-type: none"><li>1. <b>People:</b> Resource Upskilling &amp; Hiring to prepare internal IT Capabilities for upcoming project/program, including:<ul style="list-style-type: none"><li>- Resource upskilling: Digital project management</li><li>- Resource hiring/outourcing: i.e. PM, BA, DA</li><li>- Transition from Outsourcing to Insourcing for the business-oriented roles (i.e. PM, BA, DA)</li></ul></li><li>2. <b>Process:</b> Set up the following process:<ul style="list-style-type: none"><li>- Customer Journey improvement</li><li>- Customer data validation (i.e. unique validation, integrity validation)</li></ul></li></ol>

# Key Functional Requirements

Phase 1: Implement Customer Online Portal for Persona 1 (Forwarder)		Sprint scope*
<b>Sprint 0</b>	Enrich BRD for Personas 1 (Forwarder)	<ul style="list-style-type: none"> <li>✓ Standardize and enrich BRD for Personas 1 (Forwarder) based on inside-out and outside-in analysis.</li> </ul>
<b>Sprint 1</b>	Tech Foundation components	<ul style="list-style-type: none"> <li>✓ Software analysis and design</li> <li>✓ Authentication</li> <li>✓ Manage &amp; Assign Role to employee</li> <li>✓ Analytic Dashboard setup</li> </ul>
<b>Sprint 2A (MVP1)</b>	MVP for Online Service delivery ( <b>MVP1</b> )	<ul style="list-style-type: none"> <li>✓ Online registration</li> <li>✓ Online service request</li> <li>✓ Manage customer information</li> <li>✓ Manage online registration</li> <li>✓ Manage online service request</li> </ul>
<b>Sprint 2B (MPV2)</b>	MVP for Customer Support ( <b>MVP2</b> )	<ul style="list-style-type: none"> <li>✓ FAQ</li> <li>✓ Raise Ticket, communication (follow SLA)</li> <li>✓ User Manual / knowledge base document</li> <li>✓ Click to call customer support</li> </ul>
<b>Sprint 3 (MPV3)</b>	MVP for Industry-specified functions ( <b>MVP3</b> )	<ul style="list-style-type: none"> <li>✓ Queue Number generation &amp; Online Queuing</li> <li>✓ Track &amp; Trace</li> <li>✓ Customer Service KPI &amp; Sales Performance Dashboard</li> <li>✓ Customer Satisfaction KPI Dashboard</li> <li>✓ Operational performance analytics and Dashboard</li> </ul>
<b>Sprint 4 (MPV4)</b>	MVP for Advanced functions ( <b>MVP4</b> )	<ul style="list-style-type: none"> <li>✓ Upload scan / image copy and use OCR to detect information</li> <li>✓ Online Payment</li> <li>✓ Display Flight Schedule</li> <li>✓ Chat bot</li> <li>✓ Customer Journey Analytics</li> </ul>