

For fresh fruit and vegetable marketing and distribution in Asia



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## AI drives new freight platform

Kuehne + Nagel's new online platform will optimise the way consumers book trucks and deliver new business opportunities



**K**uehne + Nagel has launched a new artificial intelligence (AI) enabled freight platform for overland shipment in the Asia Pacific region.

EtrucKNOW.com provides customers instant, simplified quotation and comparison process for overland shipments through a self-service platform.

The service uses AI to match shipper's requirements with carrier availability eliminating manual processes.

Launching first in Thailand, etrucKNOW.com will eventually

be rolled out across 2019 and 2020 to India, Vietnam, Singapore, Malaysia, New Zealand and Australia.

In addition to a streamlined booking process, the platform offers real-time visibility. Shippers and carriers will always know where their shipments or drivers are through the platform's track and trace capabilities. They will also receive proactive service alerts on delivery milestones.

Furthermore, etrucKNOW offers approved carriers the opportunity to convert their empty space or trips into potential revenue through the marketplace platform, which provides

them with access to a network of shippers requiring road freight services.

"etrucKNOW.com is an easy-to-use web application designed and developed based on customers' needs and market trends. We are very excited to be able to shape the future of the overland business here in Asia," said Chellan Ganesan, vice president of overland for Kuehne + Nagel South Asia Pacific.