

## Client Case Study

# Helping the Traditional Forwarder - Pengchenghai to turn to B2C Freight Industry

Shenzhen Pengchenghai Logistics Co. Ltd. was founded in 1998, it is a professional company dedicated to serving global routes. Mainly engaged in international logistics business such as shipping, air transport, warehousing, trailer, customs declaration, etc. Pengchenghai is a traditional B2B freight forwarding company. Business is stable, but growth is weak, and new business areas need to expand. With the support of national foreign trade policy, B2C freight business has developed rapidly, but traditional freight forwarders do not know enough about B2C. Although they have powerful supply chain channels but have not relevant experience in building B2C business lines with complex logic. The level of enterprise informatization is low, basic office software is still used to handle business. Office efficiency is low because of the lack of information sharing. Software costs are high, the development cycle is long, and resource requirements are a lot.

In response to the above customer challenges, XBN is based on a deep understanding of the whole chain of cross-border B2C business and combined with the offline business advantages of Pengchenghai traditional freight transportation. Help it to build a digital B2C freight business scenario suitable for its enterprise development. Based on PaaS platform, Pengchenghai B2C freight platform has been built quickly, which support fine configure business scenarios, manage C-end customers, and intelligently analyze the precipitated operational data, and convert them into a new process or system indicators. Promote the virtuous circle of the company.

Through the service of PaaS platform, Pengchenghai B2C freight platform has achieved good results. According to its business needs, rapid development and deployment have shortened the time of development by 70%-80%. A freight forwarding platform suitable for B2C business has been successfully built, maintaining thousands of C-end customers steadily and growing rapidly. Through large data analysis of PaaS platform, enterprises can boldly layout in the development of internationalization and fully grasp the opportunity of full digital transformation.

Labour Cost  
Reduced by **30%**

Conversion Rate of  
Old Customer  
Increased by **20%**

New Customer Growth  
Increased by **40%**

Overall Sales  
Increased by **60%**



**Shenzhen Pengchenghai  
Logistics Co., Ltd.**  
(Traditional Freight Forwarders)



## Challenge

1. The growth of traditional B2B freight business is slow, and new business areas need to expand.
2. Constructing a freight forwarding system for B2C domain, which is related to complex business logic, the long development cycle of the platform and many resource requirements.
3. Customer information and contract management are confusing, inefficient and error-prone.

## Solution

1. The abundant experience of XBN in cross-border B2C chain provides strong business support for Pengchenghai.
2. Based on PaaS platform, Pengchenghai B2C freight platform was developed rapidly.
3. Carry out scientific management of customer information, and constantly adjust and optimize the workflow and sales strategy according to statistical analysis.

## Improvement

1. Rapid development and deployment according to business requirements, so that the development time of the new platform is reduced by 70% - 80%.
2. Sales approval and other business processes are more standardized and more efficient.
3. Through BI data analysis to guide decision-making, sales have increased significantly.

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