



Data Driven Automation

Analytics in Action: Delivering Immediate ROI Through Freight Automation for a Global Luxury Brand

By Peter Griffiths

A leading luxury fashion brand under a major global retail group was struggling with time-consuming manual processing of freight documentation for their 2,000+ annual shipments into the EU and UK.

Calimere Point delivered a tailored automation solution using our CPRA Cloud platform that completely transformed their customs documentation process in less than 4 weeks, resulting in significant cost savings and operational efficiency.

The luxury goods sector faces unique logistics challenges: high-value shipments, seasonal inventory demands, and stringent documentation requirements. Our solution addressed all three through intelligent automation that adapted to their specific needs without requiring system changes.

“According to a 2023 McKinsey report, approximately 70% of logistics companies still rely on manual processes for at least some portion of their documentation workflows. For businesses managing complex international supply chains, this **creates a perfect storm of inefficiency, especially in the post-Brexit regulatory environment** where customs documentation requirements have become increasingly complex.”

1. Client Challenge

The company's European logistics operations were facing several critical challenges:

Resource-intensive manual processing: Staff spent hours reviewing unstructured, scanned PDF documents (certificates of origin, airway bills, and packing lists) for each shipment.

Data Accuracy Concerns: Manual data entry introduced errors that could lead to customs delays and potential fines.

Limited Visibility: Management lacked real-time insights into shipment status and duty calculations.

Rising Costs: Increasing labour costs combined with margin pressure created an urgent need for operational efficiency.

Compliance Risk: Errors in customs documentation could result in regulatory issues, shipment delays, and financial penalties.

Scalability Limitations: Manual processes couldn't efficiently handle seasonal volume fluctuations.

2. Data Solution

How Did We Do It?

Calimere Point developed a complete end-to-end solution that fully automated the process. We immersed ourselves in the client's operational workflows to understand their requirements and used our analytical process to identify pain points. Based on this comprehensive assessment, we built a bespoke system by combining a series of component logic sets that addressed their specific needs.

1. Automated Email Integration System

We implemented an intelligent **email monitoring solution** that automatically identifies and processes shipment-related communications. The system detects relevant emails, extracts attached documentation (certificates of origin, airway bills, packing lists, etc.), and organises them in a structured digital repository with appropriate naming conventions based on shipment references and dates.

2. Document Assessment Process

We designed and implemented a sophisticated **Python-based document classification system** that analyses and categorises the files saved from the clients emails. This intelligent sorting engine examines document characteristics, content patterns, and metadata to identify document types (certificates of origin, airway bills, packing lists, etc.). The system employs machine learning algorithms to improve classification accuracy over time. Based on this analysis, each document is automatically routed to the appropriate specialised processing module—structured documents to data extraction pipelines and unstructured documents to our OCR and AI processing framework—ensuring optimal handling for each document type.

3. Structured Data Treatment

The freight forwarder's spreadsheet runs through a data analytics process that harvests relevant information and performs automated checks and calculations on the structured data inputs.

4. Unstructured Data Treatment

For unstructured shipment data (certificates of origin, house airway bills, etc.), we applied cutting-edge optical character recognition (OCR) functionality to extract text from these documents. Then, using AI/LLM functionality, we accurately identified and extracted key data attributes from each document type.

Transforming unstructured shipment data represents a significant technological advancement in our solution. By applying cutting-edge optical character recognition (OCR) to diverse document types like certificates of origin and house airway bills, we first digitise the text content. We then leverage AI/LLM technology to intelligently analyse this extracted text, accurately identifying and categorising key data attributes specific to each document type. This powerful combination eliminates error-prone manual processing, dramatically reduces handling time, scales effortlessly to accommodate large document volumes, and continuously improves through machine learning - all without requiring standardised document formats or extensive human intervention. The result is a system that not only digitises documents but truly understands their content and context.

“Manual document processing isn't just inefficient—it's a competitive disadvantage.

Companies processing over 2,000 shipments annually can expect to recoup their automation investment within the first quarter of implementation.”

5. Data integration and processing

The outputs from both structured and unstructured data processes are combined via our data analytics process, which produces a structured output containing complete data for submission to the customs and excise portal with calculated duty payable on each shipment.

This integration eliminates the error-prone manual reconciliation process that typically occurs when different data formats need to be combined. Human errors during this reconciliation often lead to customs delays, compliance issues, and financial penalties. The automated calculation of duty payable represents significant value, as these calculations can be complex, requiring consideration of product classifications, country of origin, applicable trade agreements, and other variables. Miscalculations can result in either overpayment (hurting profit margins) or underpayment (leading to penalties and audits). The production of a structured output specifically formatted for direct submission to customs portals eliminates another manual touchpoint and potential source of error. This streamlines the entire process from data collection to official submission. Time sensitivity is also addressed, as customs submissions often have strict deadlines with penalties for late filing. The automated integration and processing significantly reduce processing time compared to manual methods. Ultimately, this capability transforms what has traditionally been a fragmented, labour-intensive process prone to errors into a streamlined, reliable workflow that improves compliance, reduces costs, and accelerates cross-border trade.

6. Database Storage

All key shipment attributes from both structured and unstructured sources are written to a database, creating a comprehensive repository of shipment information.

7. Data Visualisation

A QlikSense data visualisation solution pulls the structured and aggregated data from the database and provides dynamic dashboard views, giving logistics, finance, and senior management at the company up-to-date and consistent visibility into all shipment information.

This modular approach allowed us to rapidly develop and deploy the solution while ensuring each component performed its specific function optimally within the overall system.

The true cost of manual customs documentation isn't just the labour hours—it's the opportunity cost of delayed shipments, regulatory penalties, and staff unable to focus on strategic initiatives. Our analytics solution eliminated these hidden costs from day one.

While many companies worry about disruption during technology implementation, our modular approach integrated with existing systems and delivered complete automation within just 4 weeks—with zero operational disruption.

3. Results & Benefits

The luxury fashion brand experienced immediate and substantial benefits from the implementation:

100% automation

Eliminated manual document processing completely

Significant Cost Reduction

Substantial savings in labour costs through automation

Improved Accuracy

Eliminated human error in data extraction and customs calculations

Enhanced Visibility

Management gained real-time insights into shipment flows and costs

Faster Processing

Reduced documentation processing time from hours to minutes

Scalability

System easily handles seasonal volume fluctuations without additional resources

Regulatory Compliance

Ensured accurate and consistent customs documentation

Strategic Resource Allocation

Staff reassigned from data entry to higher-value activities

“Document processing automation isn't just about cost reduction. For this luxury brand, it transformed logistics operations from a bottleneck into a strategic advantage, providing unprecedented visibility into shipment flows and customs costs.”

Before automation: 3-4 hours of manual document processing per shipment.

After implementation: complete end-to-end processing in under 5 minutes with zero human intervention.

The ROI calculation speaks for itself.



Key Differentiators

- **Rapid implementation:** Complete solution delivered in under 4 weeks
- **Zero operational disruption:** Seamless integration with existing workflows and systems
- **Tailored approach:** Custom-built to the client's exact specifications
- **No infrastructure investment:** Leveraged our CPRA Cloud platform instead of requiring new hardware or software
- **Cost-effective subscription model:** Converted capital expenditure to manageable operational costs
- **Ongoing support:** Continuous monitoring and enhancements as part of our managed service

Why Calimere Point?

Our CPRA Cloud Analytics-as-a-Service platform enabled the client to harness advanced AI and data analytics capabilities without the typical barriers of cost, complexity, and resource constraints:

- **Military-grade security:** Protected sensitive shipping and product data with quantum-resistant encryption
- **Rapid deployment:** Pre-built analytics tools and frameworks accelerated implementation
- **Process automation:** Eliminated repetitive manual tasks through intelligent scheduling and orchestration
- **Cost-effective model:** Subscription pricing spread costs over the solution's lifetime
- **Scalable architecture:** Easily handles growing shipment volumes without performance degradation
- **Compliance built-in:** Met all data security and privacy requirements by default

Conclusion

Before automation: 3-4 hours of manual document processing per shipment. After implementation: complete end-to-end processing in under 5 minutes with zero human intervention. The ROI calculation speaks for itself.

This luxury fashion logistics automation project demonstrates Calimere Point's ability to deliver transformative business value through intelligent automation and our CPRA Cloud platform. By focusing on the client's specific challenges and seamlessly integrating with their existing operations, we provided an immediate ROI while positioning them for long-term operational excellence.

Our approach—combining deep domain expertise with cutting-edge technology in a flexible, affordable delivery model—created a solution that exceeded expectations and established a foundation for ongoing innovation.

Ready to transform your logistics operations?

Contact Calimere Point today to discuss how our CPRA Cloud platform can eliminate manual processing, reduce costs, and provide unprecedented business insights.

Contact

Peter Griffiths | CEO

Direct: +44 203 290 7817

Mobile: +44 7787 540764

peter.griffiths@calimerepoint.com



Calimere Point is a data analytics consultancy based in the United Kingdom. We provide our clients with value by developing robust data analytics capabilities that enable deeper insight and better decisions.