

Cargo Portal Services –

Cargo Portal Services is gaining popularity with our forwarder customers as is evident by this recent press release.

“Toronto now second city for CPS bookings

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Toronto freight forwarders have embraced electronic business so much that their city is now the second-largest in the world for bookings on CPS. Shanghai still remains the top city for CPS bookings.

CPS bookings from Toronto have now exceeded 1,000 per week for five straight weeks, with over 80% being on Air Canada. 54 forwarder companies in Toronto used CPS to reach this milestone.

Air Canada’s success in deploying CPS has been driven by Carolyn Van Vliet, product distribution manager. “We are seeing the fruits of our labor both internally and from our customers, as indicated by the results in Toronto and other cities,” Van Vliet said. “Each week, more of our customers are embracing CPS and enjoying the benefits that it brings in their day-to-day business of moving airfreight. We are very thankful for their support.

North America now comprises 40 percent of the total bookings on CPS. The top cities generating the most CPS air cargo bookings alphabetically are Bangkok, Beijing, Chicago, Hong Kong, Los Angeles, Memphis, San Francisco, Shanghai, Tokyo, and Toronto. CPS remains the only booking portal which is free of charge to forwarders.”

When asked to comment, Claude Morin had this to say –

I’m not surprised. E-commerce is here to stay. Our customers want to do business with us electronically. It’s the only way to distribute our product to the critical mass. Our customers like the convenience of 24/7 access. It’s easy to use. And it’s free!

As customers increase bookings on CPS, Air Canada Cargo booking agents will be freed up to focus on shipments requiring oversize or unusual space requirements, complex or interline itineraries, competitive pricing or other special handling. When we let our customers make their own bookings, especially for regular, repetitive or allocated shipments, our booking specialists are freed up to be available when their expertise really counts.