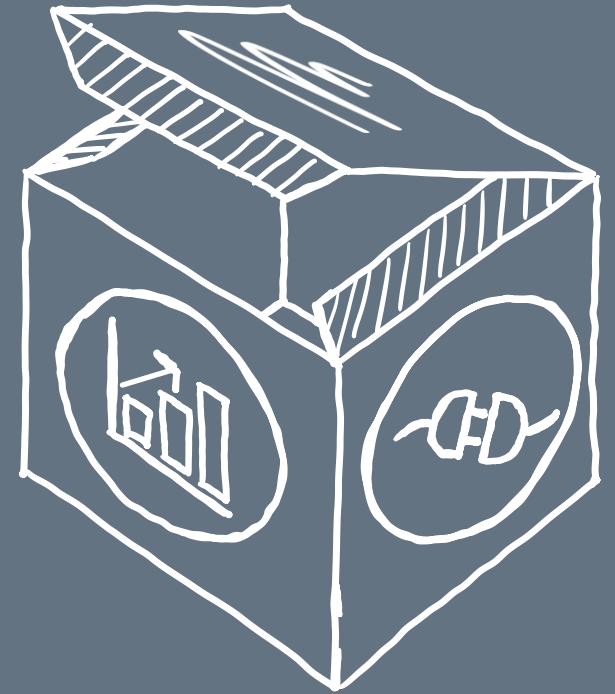




Performance Management in a Box

An Im3pact offering





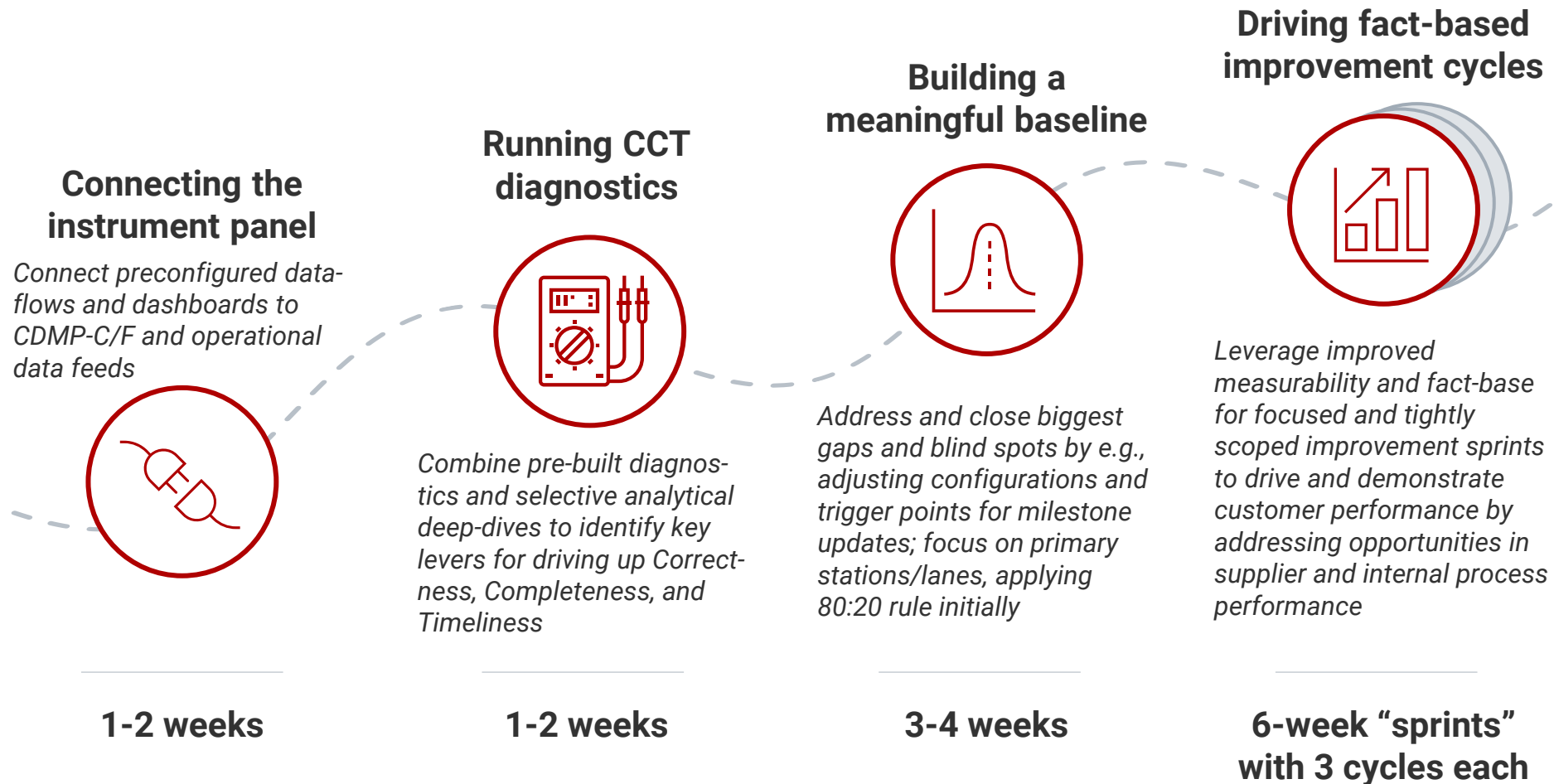
Performance Management in a Box – What is it?

Under “PMiB”, we work with our clients in a tightly scoped and time-boxed effort to measurably increase the value they get out of their operational data. The outcomes enable them to more effectively manage subcontractors, demonstrate performance that matters towards customers, and ultimately manage end-to-end service performance to the right level for their product portfolio and market positioning.

In doing so, we combine preconfigured assets such as dataflows, analytics and reporting tools with in-depth, hands-on experience in working with forwarders, airlines, and ground handlers to drive up data correctness and completeness and then use this robust baseline to implement a data-driven and self-sustaining discipline for continuous improvement.

In contrast to many other domains, the challenge across the air freight value chain is typically not the availability of the underlying data. It is rather about connecting the right dots with the right business rules and focusing on the right metrics to measure and manage the aspects that ultimately reflect each player’s specific contribution to the end-to-end service performance. PMiB can jump-start this effort to build or enhance a lasting in-house capability.

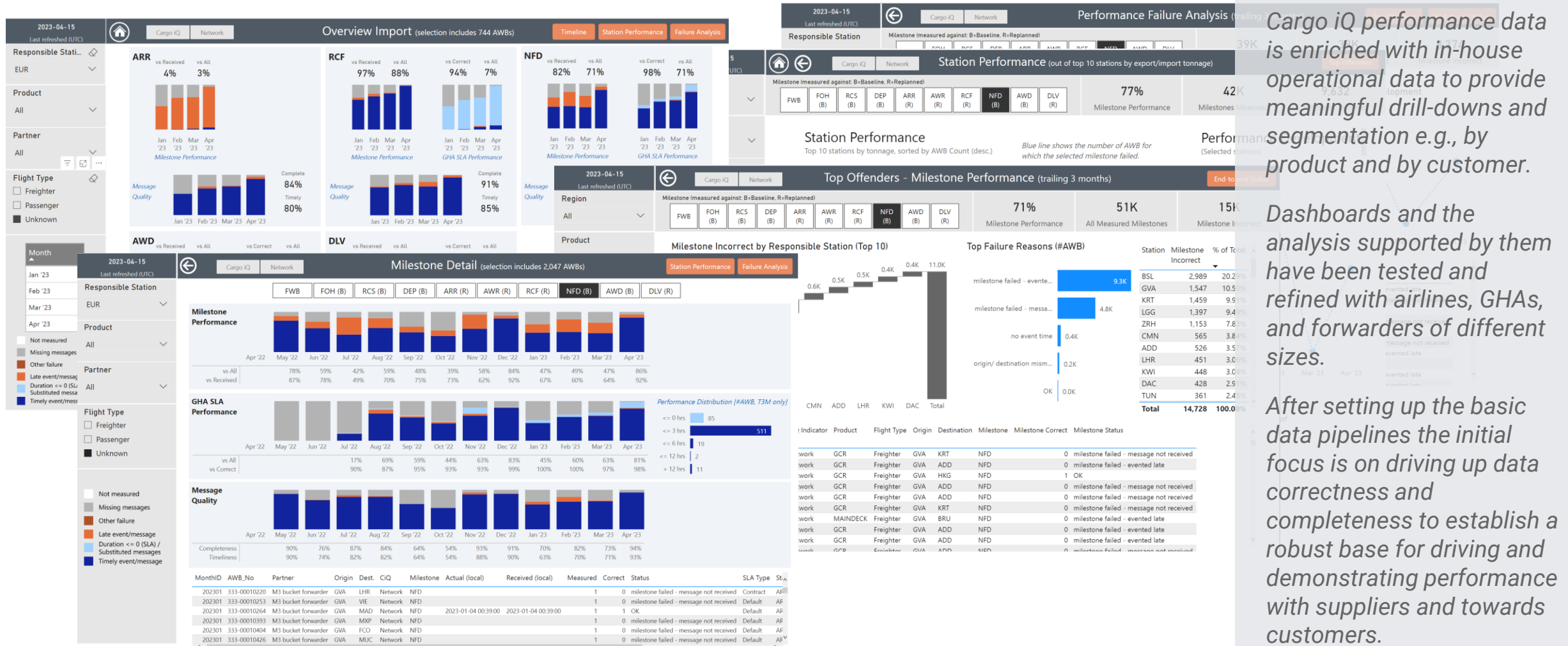
A time-boxed effort to drive measurable improvement and strengthen in-house capability



Optional add-ons:

- Continued facilitation and coaching of internal team through additional improvement cycles to strengthen capability and firmly anchor continuous improvement mindset and discipline
- Custom reporting and analysis enhancements to reflect e.g., specific product and service features
- Ongoing provision and maintenance of data feeds, dashboards, and analysis tools as a service

Differentiated views on DQ, milestone, and SLA performance with actionable drill-downs



Cargo iQ performance data is enriched with in-house operational data to provide meaningful drill-downs and segmentation e.g., by product and by customer.

Dashboards and the analysis supported by them have been tested and refined with airlines, GHAs, and forwarders of different sizes.

After setting up the basic data pipelines the initial focus is on driving up data correctness and completeness to establish a robust base for driving and demonstrating performance with suppliers and towards customers.

Service performance that matters – Transit time example

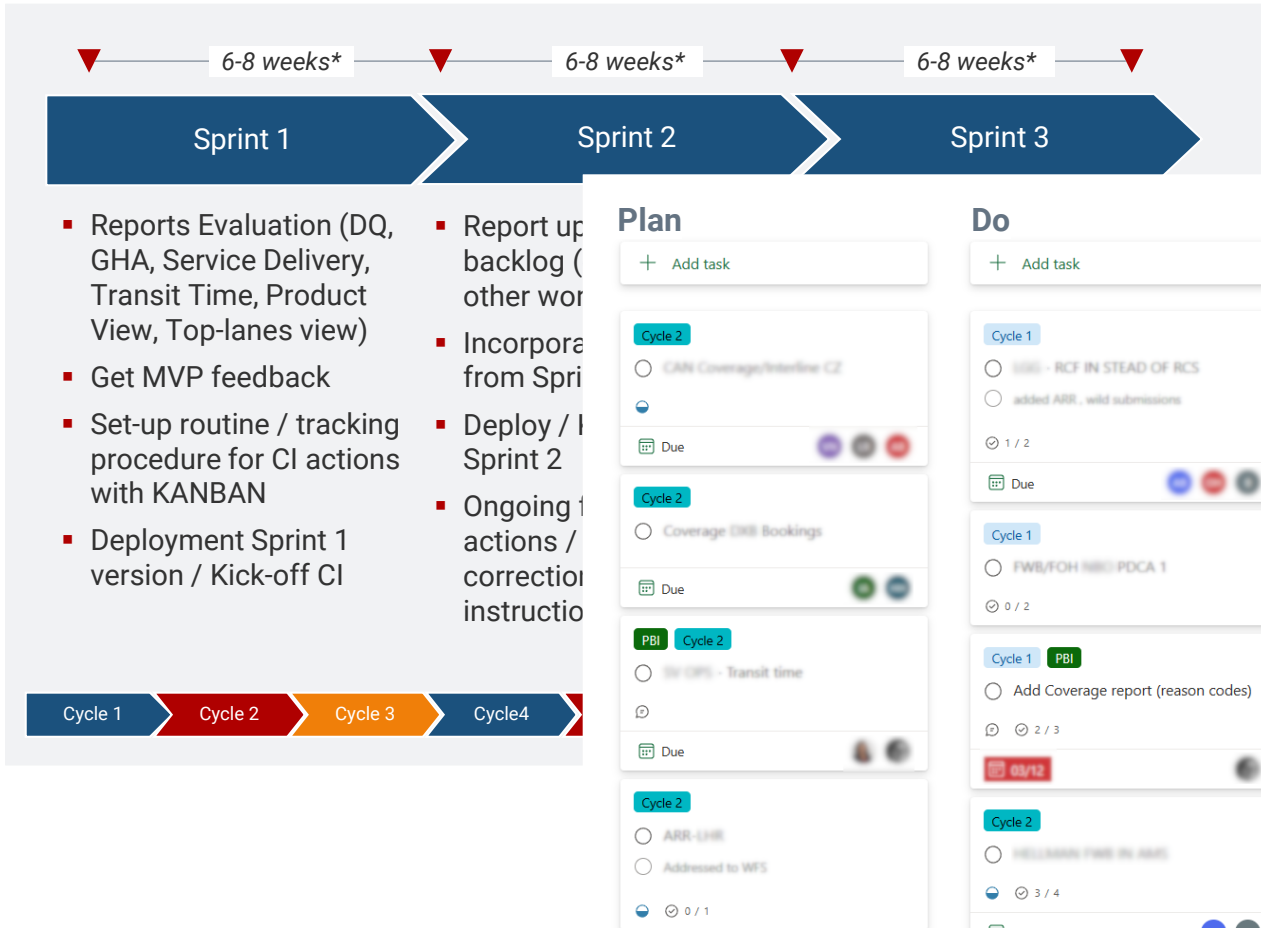


We provide a holistic view of performance, reflecting different levels in the air cargo value chain as well differences in airlines' service profile.

Depending on the specific case, we will look at sub-contractors' performance vis-à-vis the SLA, milestone performance vis-à-vis baseline and plan, and overall transit-time performance on the forwarder side.

While some of the metrics leverage Cargo iQ rules, the overall concept is applicable independent of being Cargo iQ certified.

Driving fact-based improvement cycles

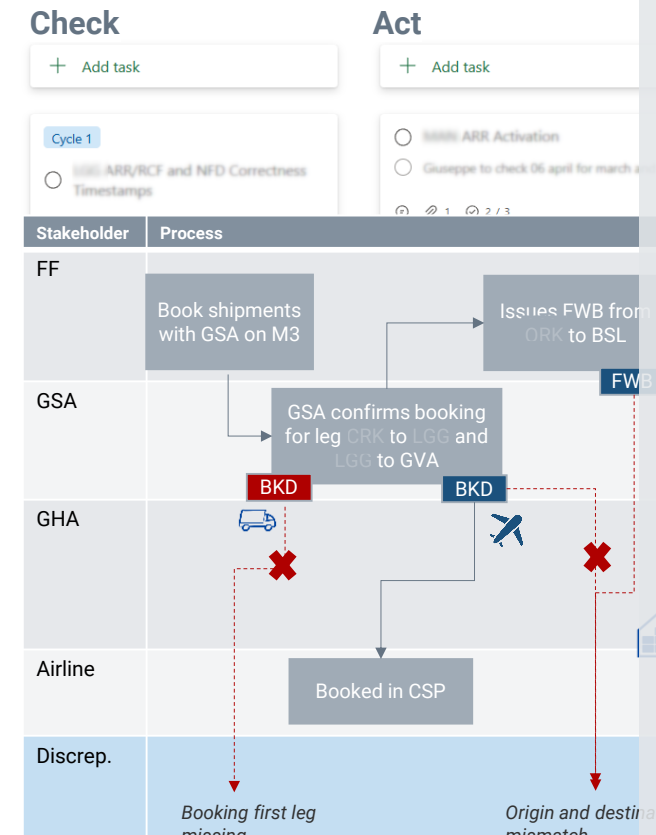


A structured and focused effort, with systemic follow up via pragmatic KANBAN process and action items helps to build and maintain momentum.

Selective joint deep-dives into relevant processes ensure alignment across different stakeholders.

The focus remains on actual results and impact reflected in the data rather than “ticking boxes” for task completion.

Guidance and coaching on data interpretation, root-cause analysis, and picking the battles builds and advances self-sustaining capabilities in client’s team.



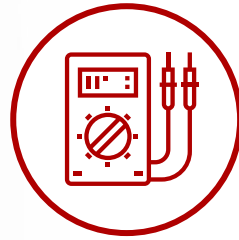
How do we work together?



Connecting the instrument panel

1-2 weeks

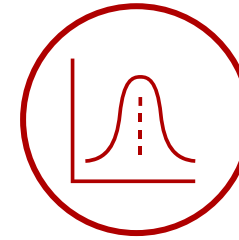
- Working with your IT and service provider (CDMP-C/F) to set up scheduled data extracts and customize dataflows (if required)
- Kick-off with core team: central counterpart, selected regional/ station representation, typically also 1-2 selected customer(s) and key supplier(s)



Running CCT diagnostics

1-2 weeks

- Initial diagnostic and analysis for correctness and completeness gaps
- 1-2 review and validation sessions with core team: alignment on required short-term actions (e.g. system configuration / setup adjustments to “unclog” dataflows, straightforward process adjustments)



Building a meaningful baseline

3-4 weeks

- Weekly core team check-ins to monitor implementation of short-term actions and confirm expected impact
- On-going bi-lateral clarifications as required, alignment on modifications and enhancements to reporting tools (if any)
- Defining proposal for initial improvement cycle



Driving fact-based improvement cycles

6-week “sprints”
with 3 cycles each

- Core team workshop to prioritize and scope measures per cycle; alignment on required actions and impact monitoring
- Weekly core team check-ins to monitor progress and effect, complemented by bi-lateral clarifications/coaching as required
- Analytical deep-dives on specific issues (as required)

Making your data work for you – Where is the value?



Across all players, Performance Management in a Box can help build key internal capabilities by firmly anchoring a data-driven continuous improvement mindset and discipline in the organization.

This capability is crucial for removing process waste and friction throughout the operational process.

By focusing discussions on the right metrics for the right purpose, based on the right data, we can cut out noise and frustration which currently tie up valuable bandwidth in management and operations.

A woman with dark hair tied back, wearing a white long-sleeved shirt, is seen from behind, writing on a whiteboard with a blue marker. The text 'Why Im3pact?' is written in red on the whiteboard.

Why
Im3pact?

We have worked on data-driven performance management for more than two decades across forwarders, airlines, and ground handlers, both inside major industry players and in external consulting roles. We understand the value it can bring in terms of framing the right management discussions, demonstrating performance that matters towards customers, cutting out process waste, and driving automation.

Over multiple initiatives of this kind we have learned to recognize patterns and typical pitfalls. And we know what “good” looks like. By knowing which stones to turn, which levers to push, and which settings to tweak, we can help clients accelerate improvements and build positive momentum within their internal teams.

Preconfigured solution assets help us to keep the focus on impact and value rather than getting lost in tool discussions. This is not about shiny new reports but about building and advancing self-sustaining capabilities in our clients’ organizations.

Want to find out more? Contact us at pmib@im3pact.net!



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*Unlocking value in
global transportation*

About Im3pact AG

- As a Swiss **boutique consultancy**, founded in 2020, we **share a passion** for the global **transport industry** and the **solutions** it can deliver to underpin **global trade**.
- We are convinced that significant **value can be unlocked** by enabling participants to fully **play to their strengths** and by **cutting out redundancies** and waste.
- Our core team combines a **unique mix** of broad experience in **global freight forwarding**, strong **analytical** skills, and a successful track record of delivering **transformational change**.
- We work with **shippers, forwarders, carriers, and technology providers** to develop **differentiating capabilities** for our clients.