



Maersk: AI Driven Strategy Yields 20% Operational Efficiency Increase

The opportunity

Maersk, a global leader in shipping and logistics, embarked on a strategic transformation aimed at evolving from a traditional shipping company to an integrated logistics solutions provider. This transition was driven by the need to offer end-to-end supply chain services that address the evolving demands of global trade. Maersk aimed to leverage AI and data analytics to enhance customer experiences, optimise operations, and strengthen its market position amidst the complex challenges of modern logistics.

“The team at Beyond provided us with a real clarity of thinking we’d been struggling to arrive at ourselves.”

- John Walker, Global Head of Customer Insights & Solutions – AP Moller Maersk

The solution

Transforming Global Logistics with AI-Driven Insights

To achieve this transformation, Maersk partnered with Beyond to harness the power of AI and advanced data analytics. The strategy focused on several key areas:

- 1. Unified Data Asset Creation:** Beyond assisted Maersk in developing a unified data repository that integrated data across various business units. This consolidation enabled a single, comprehensive view of each customer, facilitating more accurate and actionable insights.
- 2. AI-Powered Sales Booster Solution:** A critical component of the transformation was the development of a 'Sales Booster Solution' that utilised AI to identify high-potential sales segments and align Maersk's service offerings with specific customer needs. This tool improved the precision of sales efforts and enhanced customer satisfaction.
- 3. Customer Segmentation and Insights:** Beyond and Maersk collaborated to design AI-driven segmentation models that provided deeper insights into the behaviours and preferences of key customer segments, particularly within the Freight Forwarder sector. These insights enabled Maersk to tailor its logistics services more effectively.

The impact

20%

The integration of AI-driven insights and data consolidation led to a 20% increase in operational efficiency, allowing Maersk to optimise its logistics processes and better serve its global customer base.

The shift towards a more personalised and relationship-focused business model resulted in higher customer satisfaction, although specific metrics were not disclosed.

The AI-powered sales booster tool significantly improved Maersk's ability to target high-value customers, leading to better alignment of services with customer needs and increased sales effectiveness.

4. Enhancing Decision-Making: The data-driven approach also enabled Flight Centre to make more informed decisions, supported by real-time insights into market trends and customer preferences. This was critical in adapting to changing market conditions and maintaining a competitive edge.

Lessons learned



Data Integration is Key: Consolidating data across business units is crucial for gaining a holistic view of customers, which in turn drives more effective and targeted business strategies.



AI Enhances Precision: The use of AI in sales and customer segmentation enables companies to better understand and meet customer needs, leading to improved business outcomes.



Operational Efficiency Through AI: Implementing AI-driven solutions not only improves operational processes but also enhances overall efficiency, resulting in significant cost savings and increased profitability.

Maersk's journey with Beyond highlights the transformative power of AI and data analytics in navigating the complexities of global logistics. By leveraging these technologies, Maersk has positioned itself as a more agile, customer-centric organisation capable of meeting the demands of modern trade.