

CASE STUDY

How Campbell Bulk Pte Ltd enhanced deal tracking with MarineTraffic Inbox

The screenshot displays the MarineTraffic Inbox interface, which is a centralized hub for managing shipping-related communications. On the left, a sidebar lists navigation options: Mentions, Starred, Mail Activity, PMBOX, Dry, Inbox, Sent, Outbox, Draft, Archive, Spam, Starred, My workspace, and Shared. The main area is titled 'Mail Activity (Dry)' and features a search bar and filters for Open, Assigned to me, Closed, Read & Unread, and Hide filed. A list of emails is shown, including messages from 'Ocean Route-HQ' and 'Journal of Commerce'. A red box highlights a specific email from 'allprofit@allprofit-shipping.com' with the subject 'DMCC/2158 DALIAN/2ND NOV; DMCC/2338 DANGJIN/11TH NOV 1238-4152'. A tooltip for this email shows it is 'Read by 3 users' and lists 'Bran Stark' and 'Marianna Fotopoulou'. To the right, a chat window is open, showing a message from 'Marianna Fotopoulou' at 10:13am asking to send a file. The chat window also displays a list of recent messages and a search bar.

Introduction

Campbell Bulk Pte Ltd, a prominent player in the ocean transportation industry, specialises in chartering and operating dry bulk vessels. To maintain a competitive edge, the company recognized the need to streamline its email communication processes. This case study explores how Campbell Bulk collaborated with MarineTraffic (a Kpler product) to optimise its email workflow using Inbox, MarineTraffic's collaborative trade intelligence platform.

About the customer

Established in 2006, Campbell Bulk Pte Ltd operates a diverse fleet, specialising in the management of dry bulk carriers and cruise liners. The company provides technical and commercial management services, focusing on efficient cargo transportation to serve a global clientele. With a strong emphasis on adaptability, Campbell Bulk's operations align with the dynamic needs of the maritime shipping industry.

Company info



Industry

Maritime Shipping and
Chartering

Company size

60+ employees

Headquarters

Nassau, Bahamas

Kpler solution

MarineTraffic Inbox

The challenge

Campbell Bulk's chartering operations rely heavily on email communication as a formal and critical source of truth. The inbox is vital for organizing ship positions, communicating with brokers, and maintaining a formal record. While instant messaging platforms provide faster exchanges for quick updates, email remains the primary tool for trade and cross-departmental collaboration.

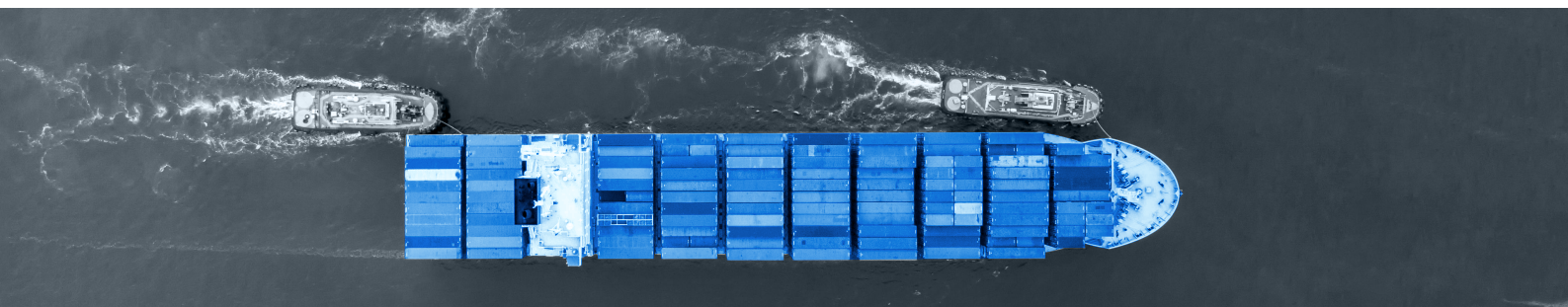
"Our chartering inbox receives a significant volume of emails daily, including ship positions and cargo inquiries. Managing and organising this information manually was time-consuming and prone to errors," said Joshua Tan, Chartering Manager at Campbell Bulk.

The existing email system lacked advanced search capabilities, struggled with efficient collaboration between teams, and posed challenges in retrieving key information quickly. These inefficiencies often led to delays in deal closures, risking missed opportunities and revenue loss in the competitive maritime chartering industry.

The objectives

Campbell Bulk aimed to achieve the following objectives:

- Implement a system that allows for quick and accurate retrieval of emails based on specific criteria, such as ship names or cargo details.
- Facilitate seamless communication between departments, particularly between chartering and operations teams.
- Utilise artificial intelligence to automate the extraction and organisation of critical information from emails, reducing manual workload.



The solution

After evaluating various options, Campbell Bulk selected MarineTraffic Inbox for its user-friendly interface and robust features tailored to the maritime industry. **“Unlike previous email systems we’ve used, Inbox is stable, intuitive, and tailored to the maritime industry’s needs. It’s an essential tool for our operations.”** said Joshua Tan. The implementation process included:

- Configuring the platform to align with Campbell Bulk's specific workflows and requirements.
- Conducting comprehensive training sessions to ensure all team members could effectively utilise the new system.
- Seamlessly integrating MarineTraffic Inbox with existing systems to ensure continuity and data integrity.

The results

The adoption of MarineTraffic Inbox led to significant improvements:

- The super-fast search functionality enabled quick retrieval of emails, reducing the time spent on manual searches.
- Features such as tagging and commenting facilitated better communication between chartering and operations teams, ensuring smooth transitions from deal closure to execution.
- The platform's AI capabilities automatically extracted and organised information from emails, providing a consolidated view of ship positions and cargo inquiries.

Joshua Tan noted, **"The ease of collaboration and the ability to assign tasks within Inbox have streamlined our processes, allowing us to respond to inquiries more swiftly and accurately."**



The conclusion

By partnering with MarineTraffic (a Kpler product), Campbell Bulk Pte Ltd successfully transformed its email management system, achieving enhanced operational efficiency and improved client satisfaction. The Inbox collaborative trade intelligence platform provided a modern, intuitive solution that addressed the company's challenges and positioned it for future growth. Looking ahead, Campbell Bulk envisions further transformation by leveraging historical port call data, to strengthen internal vetting processes and enhance decision-making. These advancements align with the company's commitment to operational excellence and adaptability, ensuring it remains competitive and innovative in the ever-evolving maritime industry.

"Inbox platform has allowed us to transition seamlessly from deal closure to execution, ensuring that everyone is on the same page, whether it's chartering or operations. The ease of collaboration with Inbox has been a game-changer for us. Features like tagging team members and assigning tasks within emails have streamlined our processes, enabling us to respond to inquiries faster and with greater accuracy."

Joshua Tan

Chartering Manager at Campbell Bulk LTD



Take the next step

Inbox is a collaborative trade intelligence platform that bridges the communication gap, ensuring smoother collaboration among stakeholders, team members and customers.

Ready to gain more time in your day? Contact us today to optimise your email workflow and accelerate your deal closures.

**Work smarter, trade better,
with a maritime inbox built to deliver**

[I want to learn more](#)

Join the 100,000+ companies that are improving operations using Kpler products. If you would like to see Inbox in action, **contact our sales team at marinetraffic-inbox@kpler.com**.

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The screenshot displays the MarineTraffic Inbox interface, which integrates email management with shipping intelligence. On the left, a sidebar shows navigation options like 'Mentions', 'Starred', 'Mail Activity', 'PMOX', 'Dry', 'Inbox', 'Sent', 'Outbox', 'Draft', 'Archive', 'Spam', 'Starred', 'My workspace', and 'Shared'. The main area is titled 'Mail Activity (Dry)' and lists various emails, including shipping notices and commercial messages. A red box highlights a specific email from 'alprofit@alprofit-shipping.com' with the subject '301023-20462127'. A tooltip shows it is 'Read by 3 users' (Ha Duc Anh, Bran Stark, Marianna Fotopoulou). Below the email list, a chat window is open, showing a message from 'Marianna Fotopoulou' asking for a file. The chat interface includes a search bar, a list of participants, and a message input area.

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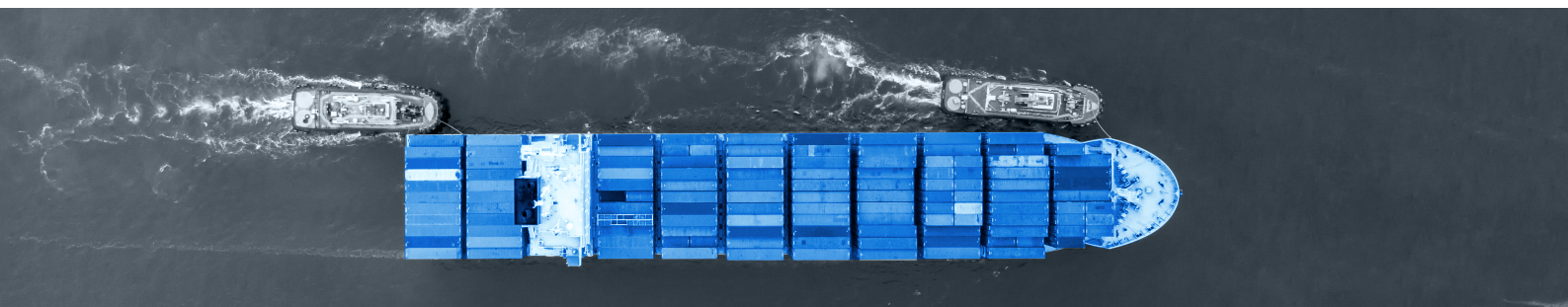
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