

CASE STUDY

How Banks & Lloyd enhanced efficiency and customer service with MarineTraffic Container intelligence.



BANKS & LLOYD
CREATIVE LOGISTICS SOLUTIONS

Introduction

In the fast-paced world of international freight forwarding, real-time visibility into container movements is essential for operational efficiency and customer satisfaction. Banks & Lloyds, a leading freight forwarder, partnered with MarineTraffic Container intelligence solution to enhance their logistics operations, streamline administrative processes, and provide more accurate shipment data to their clients.

About Banks & Lloyd

Banks & Lloyd is an international freight forwarding company headquartered in Winslow, with additional offices in Valencia, Spain. With a team of over 50 employees, the company specializes in import logistics, handling customs brokerage, and managing international shipping lanes across Europe, the USA, Brazil, India, and the Far East. Their core focus is on providing seamless, efficient, and reliable freight solutions to their customers.

Company info

Industry

Freight forwarding and logistics

Kpler solution

MarineTraffic **Container intelligence**

Headquarters

Winslow, **United Kingdom**

Company size

50+ employees



The challenge

Before implementing the Container intelligence solution, Banks & Lloyd relied on manual tracking methods. Each operator had to individually monitor containers via shipping lines and customs facilities, manually inputting vessel arrival dates into their system. This approach was highly labor-intensive and time-consuming, limiting the team's ability to focus on customer service and other value-adding activities. Additionally, inconsistencies in estimated arrival times from different sources sometimes led to operational inefficiencies and delays in customs processing.

The objectives

Banks & Lloyd needed a solution that would:

- Reduce the administrative burden on operators by automating container tracking.
- Improve the accuracy and reliability of shipment data.
- Enhance customer experience by providing real-time visibility into container movements.
- Increase operational efficiency by integrating tracking data into internal systems.



The solution adoption

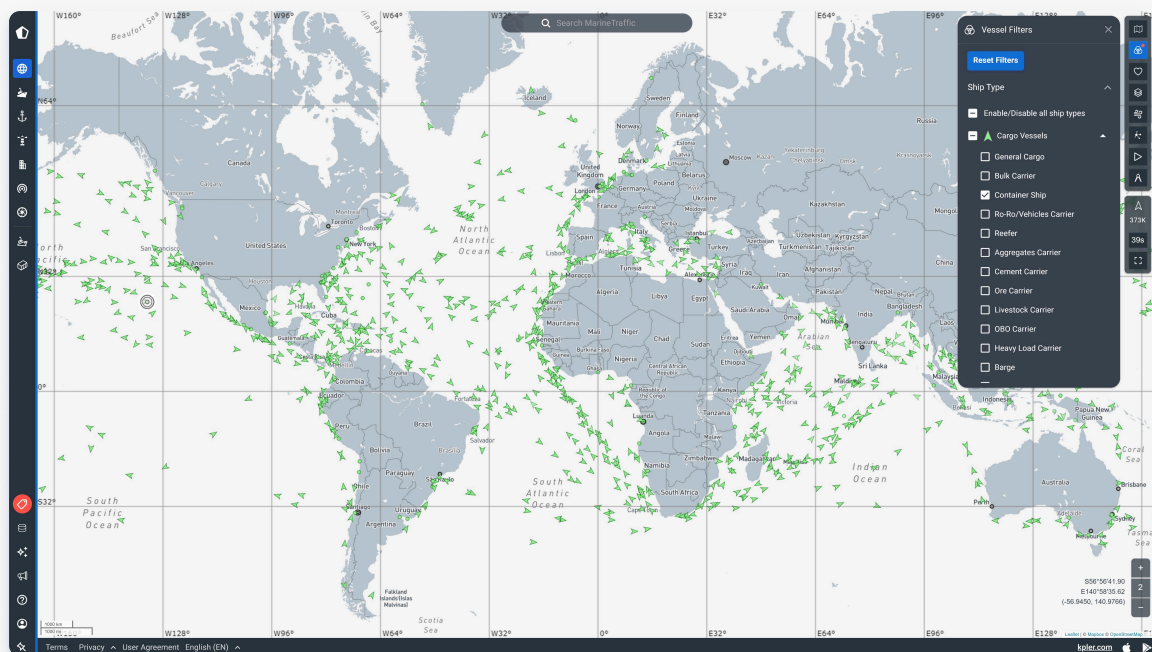
Banks & Lloyd integrated MarineTraffic container intelligence solution into their internal systems, enabling automated updates on vessel locations and estimated arrival times. This integration significantly streamlined workflow processes by eliminating the need for manual tracking, freeing up operators to focus on customer engagement and other strategic tasks.

"Through discussions with MarineTraffic, we integrated their tracking facilities, significantly reducing manual tracking time and allowing operators to focus on higher-value tasks." said Daria Banks.

Key features of the solution that stood out for Banks & Lloyd:

- A reliable, centralised source of container tracking information providing the most accurate data on ocean visibility.
- The ability to quickly address any issues with a dedicated support team at Kpler.
- A smooth implementation process that allowed the solution to be fully operational within weeks and additionally gain direct access to the web solution which is designed as a plug-and-play system requiring minimal setup.

"Choosing MarineTraffic was an easy decision. Their support team is highly responsive, and their system is intuitive. The transition was seamless, and we continue to see efficiency gains." said Daria Banks.



The results

Since going live with MarineTraffic container intelligence solution, Banks & Lloyd has experienced significant operational improvements:

- Operators save substantial time by no longer having to manually track containers.
- More accurate and reliable tracking data allows for better planning and resource allocation.
- Clients now have real-time visibility into their shipments, reducing uncertainty and increasing trust in the company's services.
- The company is now looking to expand its use of MarineTraffic data, offering customers direct access to tracking insights through their online portal.

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The efficiency it brings and the reduction in administrative time are invaluable. It allows our team to focus on more meaningful, strategic work rather than repetitive administrative tasks. That's key for us.

Daria Banks

Managing Director, Banks & Lloyd



The conclusion

The collaboration between Banks & Lloyd and MarineTraffic (a Kpler brand) container intelligence has proven to be a game-changer for the freight forwarder. By leveraging automation and real-time data, the company has improved both its internal operations and customer service, positioning itself for further growth in the years ahead. As the logistics industry continues to evolve, solutions like MarineTraffic will remain crucial in helping companies stay competitive and efficient in an increasingly digital world.

Take the next steps

The most precise and carrier-independent predictive ETA for your shipments.

Get actionable information at your fingertips to make informed decisions, optimise your supply chain processes, and proactively address any disruptions.

Work with the best ocean visibility data

[I want to learn more](#)

Join the **100,000+** companies that are improving operations using Kpler products. If you would like to see the MarineTraffic web app in action, **book a free demo** with our sales team.

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