

Built to Deliver

How We Transformed Our Operations
to Serve Our Growing Customer Base

A Digital Innovation Journey

United Transportation

A Message from Our Team

At United Transportation, we always believed that our competitive edge comes from our people. Titles are irrelevant here; everyone can lead, question, and improve all aspects of our company. We all walk the talk. We celebrate hard work. We win as a team.

But as we entered a period of high growth, we faced a challenge: How do we scale our operations while maintaining the quality and personal touch that our customers expect? How do we ensure every team member can focus on what they do best; building relationships and solving problems, rather than drowning in repetitive administrative work?

The answer was digital transformation. Not as a buzzword, but as a fundamental reimagining of how we work. This white paper tells the story of that transformation; how we leveraged cutting-edge AI technology to automate the chaos of dispatch operations, freeing our team to deliver the exceptional service our customers deserve.

We share this journey because we believe in transparency and in helping our industry move forward. If you are experiencing similar growing pains, we hope our story provides a roadmap.

One Team, One Mission.

The United Transportation Team

Who We Are: Mission-Driven, Customer-Obsessed

Our Mission

At United Transportation, our mission is to deliver reliable, secure, and efficient logistics solutions that connect businesses to their customers with precision and care. We are committed to exceeding expectations through our screening, warehousing, and handling of specialized cargo services. Guided by integrity, driven by innovation, and powered by lasting relationships, we keep supply chains moving and businesses growing.

Our Core Values

People - Our Competitive Differentiator

Our strength lies in our people. Everyone can lead, question, and improve all aspects of our company. We celebrate hard work. We win as a team.

Customer Obsessed

We don't just move freight; we move with purpose. Every interaction is a chance to earn trust and exceed expectations. Responsive. Reliable. Relentless about results.

Built to Deliver

In an industry that never stops, neither do we. We are driven by hustle, sharpened by experience, and powered by innovation. Always evolving. Never satisfied. Built to deliver every time.

Own It

We take pride in what we do and hold ourselves accountable from the warehouse floor to the final mile. Mistakes happen, but we own them, fix them, and grow stronger together. Do the right thing, even when no one is watching.

One Team, One Mission

We've got each other's backs. We succeed by looking out for our teammates, helping where it counts, and showing up for more than just the job. Together, we move faster, safer, and smarter.

The Challenge: Growing Without Compromise

High Growth, High Expectations

We're in a period of significant growth. Our customer base is expanding, shipment volumes are increasing, and our reputation for reliability is opening new doors. This is exactly what we've worked for; but growth brings challenges.

We want to be sure we can offer *all* of our customers, both long-term partners and new accounts, the same high-quality results at competitive prices. We refuse to let growth dilute our service quality or compromise our commitment to transparency and responsiveness.

To achieve this, we knew we needed to transform our operations using the latest technology and innovate in our field. Not innovation for its own sake, but innovation that directly serves our customers and empowers our team.

The Dispatch Bottleneck

Our dispatch operations are the heartbeat of our business. Every shipment starts with a dispatch request, and every request demands urgency, precision, and attention to detail. Our customers count on us for full transparency; they need to know where their freight is, when it will arrive, and that nothing has been missed.

Dispatch requests come through multiple formats, with many arriving as email requests. Each customer has their own way of communicating:

- Some put critical details in the subject line
- Others bury AWB numbers deep in PDF attachments
- Many use different terminology for the same type of shipment
- Everyone has their own preferred format and level of detail

Our team carefully reviewed every email, extracted the relevant information, and entered it into our dispatch board. This manual process ensured accuracy, but it consumed hours of valuable time; time our people should have been spending on high-value customer service.

In the chaotic environment of dispatch operations, there's always a risk that something gets missed. As we grew, this risk increased. We needed a better way; one that delivered higher quality, lower cost, and faster response times while keeping our team focused on what matters most: our customers.

Why Traditional Solutions Failed

We had tried to automate dispatch intake in the past, but those efforts were unsuccessful. The messy nature of our work defeated traditional automation tools.

Dispatch requests don't come in predictable formats, and it takes human judgment to translate them into structured data.

Rule-based systems require every customer to submit information in exactly the same format. That's not realistic in logistics; and frankly, it's not customer focused. We adapt to our customers' needs; we don't force them to adapt to our systems.

This left us at a crossroads: continue with manual processing and risk quality issues as we scale or find a fundamentally different approach to automation.

Our Innovation: AI-Powered Automation

Finding the Right Partner

We partnered with NewWay Digital Consulting because they understood our unique challenge. Their philosophy resonated with us; If you repeat it, we automate it. If it's messy, we add an AI agent to figure it out.

This was exactly what we needed; automation that could handle the unpredictability of real-world logistics operations. NewWay Digital specializes in messy work, which is precisely what makes logistics challenging and what makes automation so valuable when it works.

The Five AI Agents

Together, we designed and deployed five AI agents to transform our dispatch operations:

1. Email Administrator

This agent reads every incoming email and determines its purpose. Is it a dispatch request requiring immediate action? A status inquiry that needs a response? A billing question for accounting? By automatically routing messages to the right workflow, we ensure nothing falls through the cracks and every request gets the appropriate attention.

2. Spreadsheet Coordinator

Many of our customers submit dispatch information via Excel spreadsheets. The Spreadsheet Coordinator extracts data from these files, normalizes formatting inconsistencies, and prepares the information for intake; regardless of how the customer structured their spreadsheet.

3. Dispatch Intake

The heart of the system. This agent reads dispatch requests, opens attachments when needed, and extracts all critical information: customer name, tracking number, shipment type (import/export/local), airline, pickup date, screening status, and logistics notes. It

understands context, can distinguish between different types of reference numbers, and even converts units to our standard formats.

4. Driver Tracker

Real-time driver status monitoring gives our dispatch team complete visibility. They always know who's available, who's en route, and who needs support; enabling faster decision-making and better resource allocation.

5. Status Reporting

Customer transparency is non-negotiable for us. This agent automatically generates status updates, either on schedule or on demand, keeping our customers informed without requiring manual effort from our team. Every customer gets the updates they need, exactly when they need them.

Designed for Our Reality

What makes these AI agents different from traditional automation is their ability to *understand* rather than just *follow rules*. They interpret context, adapt to varying formats, and extract meaning from unstructured information; just like a human would, but at machine speed and with perfect consistency.

For example, the Dispatch Intake agent knows that tender export & deliver to airport, and needs TSA screening, all indicate an export shipment, even though customers express it differently. It can find an AWB number whether it's in the email subject, buried in the message body, or hidden on page three of a PDF attachment.

The Impact: Delivering on Our Promise

Operational Excellence

The transformation of our dispatch operations delivered exactly what we needed to support our growth:

- **Higher Quality:** Consistent, accurate data extraction eliminates transcription errors and ensures nothing is missed.
- **Lower Cost:** Automation handles the repetitive work, allowing us to scale without proportional increases in administrative overhead.
- **Faster Response:** Automated intake and status reporting mean customers get immediate acknowledgment and regular updates without delay.
- **Complete Transparency:** Every customer can receive proactive status updates, reinforcing our commitment to keeping them informed.

Most importantly, these improvements scale with our growth. As our customer base expands, the AI agents handle increased volume without requiring additional headcount or compromising quality.

Empowering Our People

The biggest win isn't measured in time savings or error reduction; it's in how our team spends their day.

Before AI agents, our dispatch coordinators spent hours each day on manual data entry. They were meticulous and careful, but the work was repetitive and drained time away from what they do best: solving problems, building customer relationships, and providing the responsive service that defines United Transportation.

Now, the AI agents handle the data extraction, and our people focus on high-value work:

- Proactively communicating with customers
- Handling complex logistics challenges
- Optimizing routes and schedules
- Identifying opportunities to improve service

The employees are thrilled to be able to focus on the important stuff and not have to spend time on repetitive tasks. This is exactly what we needed.

This aligns perfectly with our core value: **People - Our Competitive Differentiator**. By freeing our team from administrative burden, we enable them to apply their expertise and judgment where it matters most.

Customer Experience

Our customers have noticed the difference. Response times are faster. Status updates are more frequent and more detailed. And when they need to speak with our team, they're talking to people who have time to listen, understand their needs, and solve problems; not people rushing through calls to get back to data entry.

This is what customer obsession looks like in practice: using technology to enhance, not replace the human relationships that define great service.

Looking Forward: Continuous Innovation

This Is Just the Beginning

The AI agents we've deployed for dispatch operations are not the end of our digital transformation journey; they're the foundation.

We're continuing to identify opportunities where technology can help us deliver better service. We're exploring automation in warehousing operations, predictive analytics for capacity planning, and enhanced customer portals for real-time visibility.

True to our value of Built to Deliver & always evolving, never satisfied; we're committed to staying at the forefront of logistics innovation.

Maintaining Our Edge in a Competitive Market

The logistics industry is intensely competitive. Large enterprises have significant advantages in technology, infrastructure, and resources. But AI levels the playing field.

We can now deploy the same level of operational sophistication as companies ten times our size, without enterprise budgets or massive IT departments. This allows us to compete on service quality and responsiveness while maintaining the agility and personal touch that larger competitors struggle to deliver.

For our customers, this means the best of both worlds: enterprise-level capabilities with the personal service and flexibility of a mid-sized partner who knows their business and cares about their success.

Innovation Serving Our Mission

Every innovation we pursue must serve our mission: delivering reliable, secure, and efficient logistics solutions with precision and care. Technology is never the goal, it's the means to better serve our customers and empower our team.

As we grow, we remain committed to the values that got us here: customer obsession, ownership, continuous improvement, and the belief that our people are our competitive differentiator. AI agents don't replace those values, they amplify them.

Lessons Learned: Advice for Peers

We believe in transparency and in helping our industry advance. Here are the key lessons from our digital transformation that might help other logistics companies facing similar challenges:

1. Don't Let Messy Stop You

We almost gave up on automation because our work seemed too chaotic and unpredictable. Traditional automation failed for exactly this reason. But AI agents thrive on messy, unstructured work. If a process is repetitive but variable, requiring human interpretation, it's likely a perfect candidate for AI.

2. Start Where It Hurts Most

We focused on dispatch operations because that's where the pain was most acute: high volume, urgent deadlines, detail-oriented work, and constant risk of errors. Solving high-pain workflows delivers immediate value and builds confidence in the technology.

3. Partner with Experts

We're logistics experts, not software developers. Working with NewWay Digital gave us access to AI expertise without having to build it in-house. The right partner understands both the technology and the unique challenges of your industry.

4. Invest Time in Getting It Right

Building effective AI agents requires detailed instructions and iterative refinement. We worked closely with NewWay Digital to define exactly how information should be extracted, what edge cases to handle, and how to maintain quality. This upfront investment pays off in accuracy and consistency.

5. Keep Humans in the Loop

AI agents don't replace human judgment, they augment it. Our team reviews what the agents extract and handle exceptions. This human oversight maintains quality while still capturing the efficiency benefits of automation.

6. Focus on Value, Not Just Cost

Yes, AI agents reduce costs by eliminating manual work. But the bigger value is in what they enable: better customer service, higher quality, faster growth, and more engaged employees. Lead with value, and cost savings will follow.

Conclusion: Built to Deliver, Always Evolving

Our journey with AI-powered automation demonstrates what's possible when innovation serves a clear purpose: better serving our customers while empowering our team.

We didn't pursue digital transformation because it was trendy or because competitors were doing it. We did it because we were in a period of high growth and needed to ensure we could deliver the same exceptional service to every customer at competitive prices and without compromising quality.

The five AI agents we deployed transformed our dispatch operations from a bottleneck into a competitive advantage. They handle the repetitive, detail-oriented work that consumed hours of our team's time daily, freeing our people to focus on what they do best: building relationships, solving problems, and delivering the responsive, reliable service our customers count on.

This is just the beginning. We're continuing to explore how digital tools and innovation can help us deliver on our mission. We're always evolving, never satisfied, and built to deliver every time.

To our customers: Thank you for your trust and partnership. This transformation was motivated by our commitment to serve you better, and we're excited about what comes next.

To our peers in logistics: If you're facing similar challenges with growth, quality, or operational efficiency, we hope our story provides inspiration and a path forward. The technology exists. The expertise is available. The only question is: what will you transform first?

One Team, One Mission.

United Transportation

About United Transportation

United Transportation delivers reliable, secure, and efficient logistics solutions that connect businesses to their customers with precision and care. We specialize in screening, warehousing, and handling of specialized cargo services, serving clients across diverse industries with urgency and attention to detail.

Guided by integrity, driven by innovation, and powered by lasting relationships, we keep supply chains moving and businesses growing. We're in a period of high growth, continuously transforming our operations through digital tools and innovation to ensure we can serve every customer with the quality and responsiveness they deserve.

Our Values in Action:

- **People-First:** Everyone leads. Everyone improves. We win as a team.
- **Customer-Obsessed:** Responsive, reliable, relentless about results.
- **Built to Deliver:** Always evolving, never satisfied.
- **Own It:** Accountable from warehouse floor to final mile.
- **One Team, One Mission:** Moving faster, safer, smarter together.

Technology Partnership:

Our digital transformation was enabled by **NewWay Digital Consulting**, specialists in bringing enterprise-level automation to small and mid-sized businesses. Their philosophy "If you repeat it, we automate it. If it's messy, we add an AI agent to figure it out" aligned perfectly with our needs and delivered exactly what we promised our customers: higher quality, lower cost, and unwavering focus on service excellence.

Contact NewWay Digital Consulting:



To learn more about our services or discuss how we can support your automation needs, please reach out. We're here to help your business grow. Visit our website at www.workanewway.com or email us at contact@workanewway.com.