

How Reindeer sped up Hellmann's quote process and improved the customer experience

Days → Hours

Quote turnaround time

20M

Shipments handled annually



Hellmann Worldwide Logistics, a \$4.5 billion global freight forwarder, sought a faster quote process

Industry:

Global logistics / Freight forwarding

Region:

Global, 61 countries, 248 offices

Company size:

10,000+ employees

Executive Summary

■ Company

Hellmann Worldwide Logistics is a \$4.5 billion global freight forwarder founded in 1871, handling nearly 20 million shipments annually across Airfreight, Seafreight, Road & Rail, and Contract Logistics.

■ Challenge

Hellmann needed a faster quote process. Manual data extraction from inconsistent document formats (spreadsheets, PDFs, handwritten notes) stretched turnaround to several days, causing lost deals to faster competitors.

■ Solution

Hellmann worked with Reindeer to build an Outlook plugin that automatically extracts shipment details from emails and attachments, flags missing information, and keeps requests organized with status tracking without replacing existing systems.

■ Results

Efficient pricing with eliminated manual processing, turning around quotes within minutes.

"The future of logistics will be defined by how effectively companies support their customers in an increasingly complex environment. Artificial intelligence is a key lever in making processes more transparent, resilient, and flexible," said Stefan Borggreve, Chief Operating Officer Road, Rail & CEP, Hellmann Worldwide Logistics, "and as member of the Management Board also responsible for digitalization and innovation. Our ambition is to implement innovative technologies that integrate seamlessly with our existing operations, enhancing efficiency and elevating our customer experience to a different level."



Stefan Borggreve

Chief Operating Officer Road, Rail & CEP, Hellmann Worldwide Logistics

The Challenge

At Hellmann Worldwide Logistics, quoting was one of the busiest parts of the business. Nearly 20 million shipments are handled every year, and no two looked the same.

Some arrived in spreadsheets, others as PDF attachments, and more than a few as photos of handwritten notes. Requests were often written in different languages and sometimes bundled together, like those asking for the same shipment from several cities or comparing air and sea options.

Turning those requests into quotes meant their pricing team had to pick through each document, chase down missing details from customers, and then contact carriers for rates. Once the responses came back, everything had to be verified and reviewed by a human expert before an actual quote could be delivered.

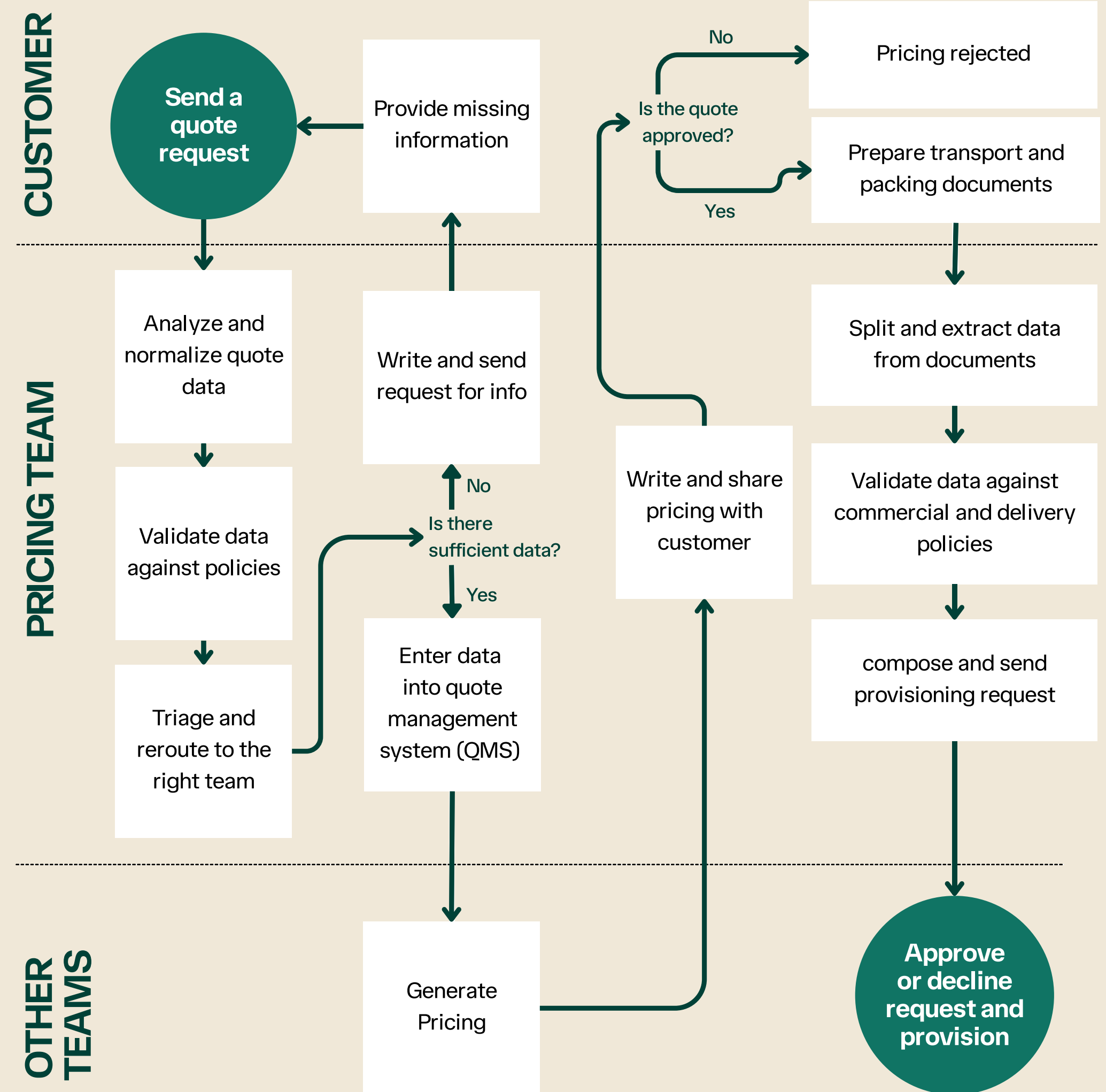


The process was heavily manual, stretched across multiple systems. Worse, the team spent so much time on data entry that it took away from the consultative conversations that actually won business.

On top of that, every incoming request had to be triaged and sometimes re-routed if it wasn't meant for the pricing team. Only then could the team start picking through documents, chasing details, and contacting carriers.

As a result, quoting was often very work-intensive and time-consuming, leading to delays. This was valuable time during which customers did not receive the service that the company prides itself on providing.

HUMAN-LED QUOTE MANAGEMENT



Several factors made the problem worse:

Inconsistent formats

Due to the different formats in which the requests were submitted, each one required extra time just to be read and re-entered.

Incomplete details

Missing dimensions, weights, or insurance requirements meant long back-and-forth exchanges before a quote could even begin.

Fragmented systems

Pricing data was available internally, but the steps to assemble and share quotes were scattered across email and multiple platforms.

Human bottlenecks

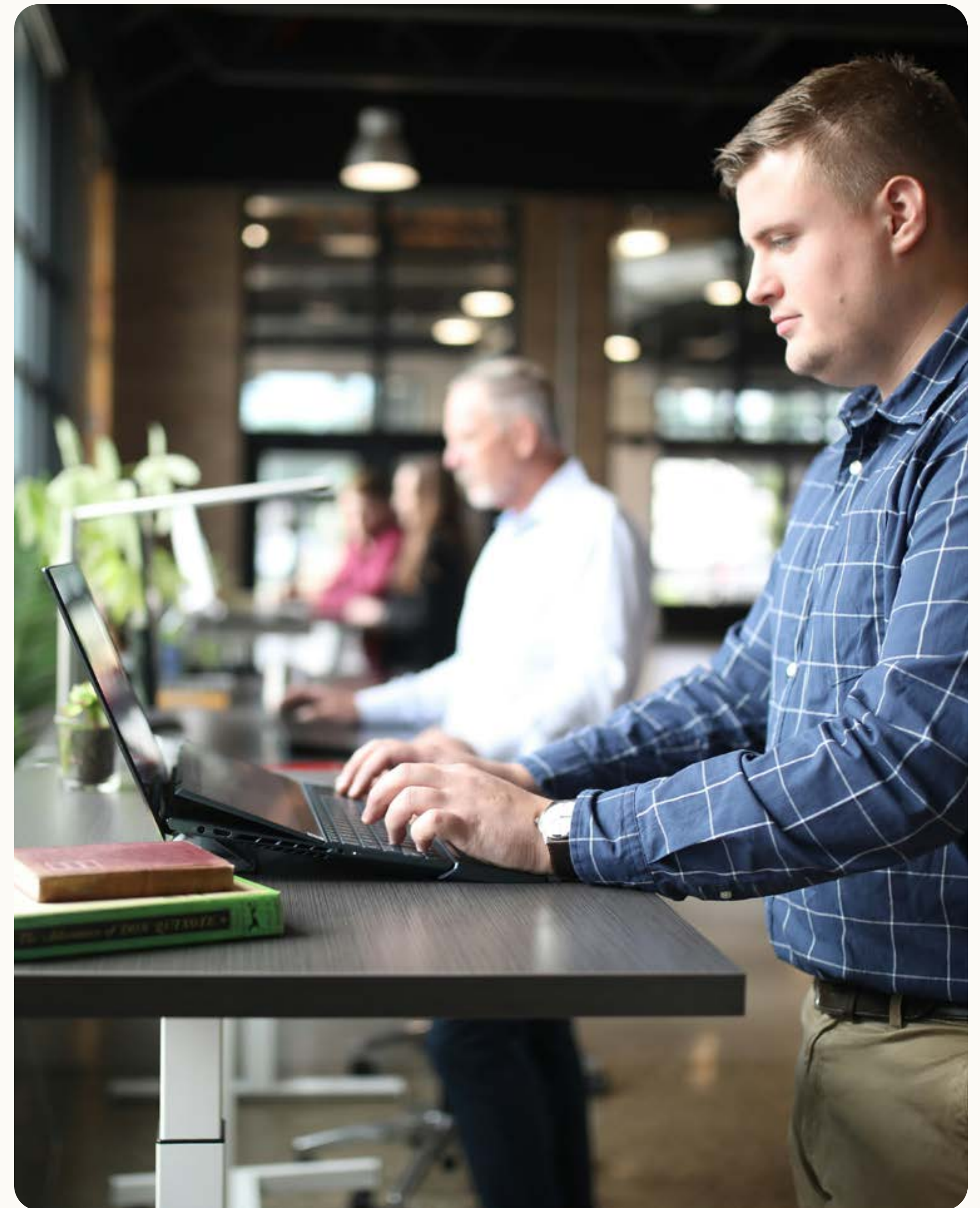
When volume spiked, the team was unable to respond quickly, which sometimes led to delays.



In an industry where speed is everything, Hellmann has actively sought to improve performance in order to offer customers even better service.

The challenge for Hellmann's quoting process arose from the varying data quality and the different ways in which requests could be received. This meant that the pricing team had to switch back and forth between different systems. This was both very time-consuming and prone to errors, so they sought a solution that would make the quotation process easier and more efficient.

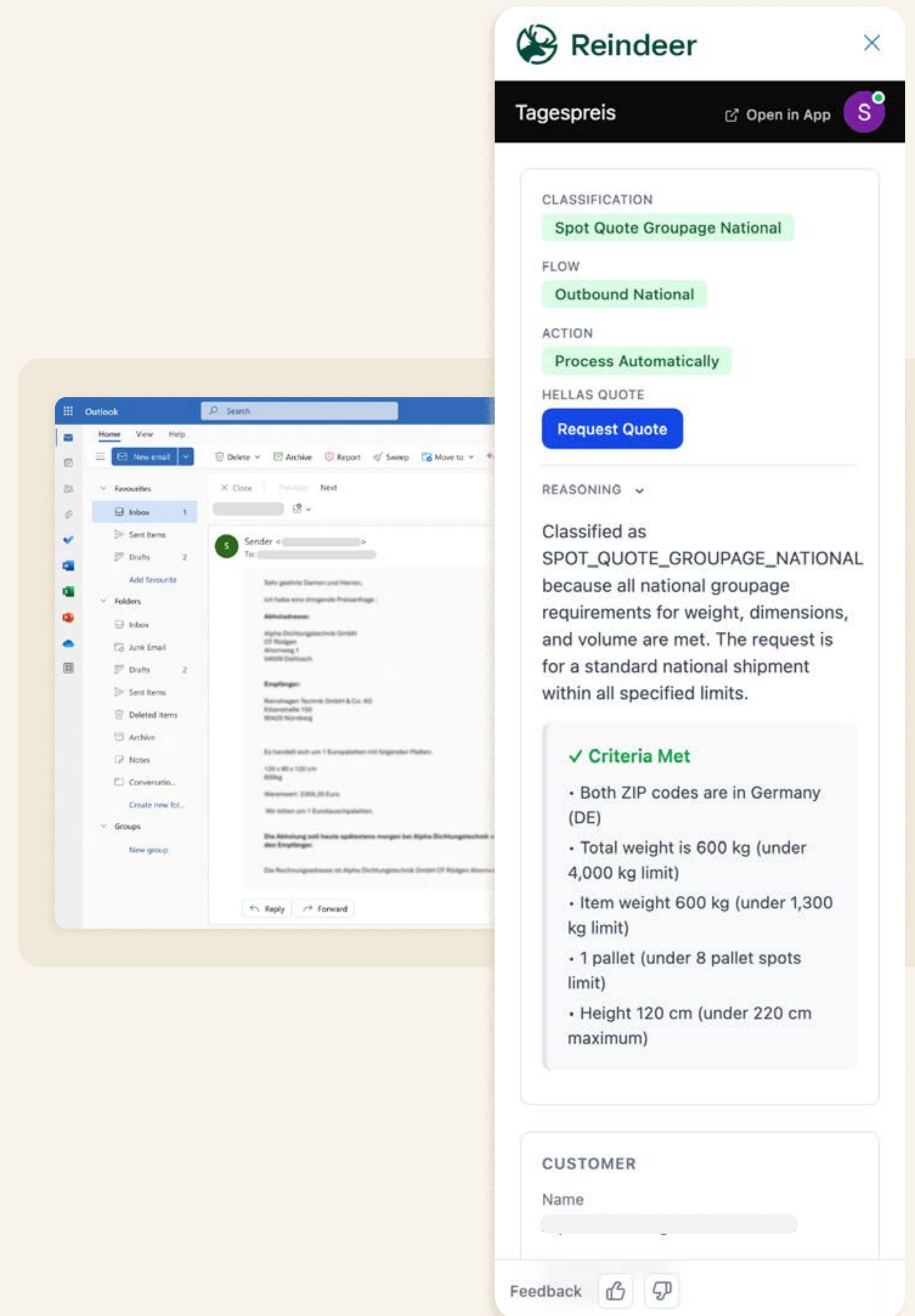
The work had to stay in the same place where sales teams already spent their time. So, they worked with Reindeer to build an Outlook plugin that became the front door for quoting.



The Solution

Today, the pricing team works with the add-on, which opens in Outlook's right pane. It analyzes things like message content and attachments to pull out key shipment details such as addresses, materials, and required dates, and structures them for quick review.

This shift freed the pricing team from time-consuming manual data extraction, giving them time to focus on providing expert guidance through complex shipping scenarios.



The image shows a screenshot of the Outlook interface with an email open. The email content includes shipping details such as 'Alpha Distribution GmbH', '120 x 120 cm', '600kg', and 'Warenwert: 2300,00 Euro'. Overlaid on the right side of the Outlook window is the Reindeer add-on interface. The Reindeer interface has a dark header with the Reindeer logo and the text 'Tagespreis' and 'Open in App'. Below the header, there are several sections: 'CLASSIFICATION' with 'Spot Quote Groupage National', 'FLOW' with 'Outbound National', 'ACTION' with 'Process Automatically', and 'HELLAS QUOTE' with a blue 'Request Quote' button. A 'REASONING' section explains the classification: 'Classified as SPOT_QUOTE_GROUPAGE_NATIONAL because all national groupage requirements for weight, dimensions, and volume are met. The request is for a standard national shipment within all specified limits.' Below this, a 'Criteria Met' section lists five bullet points: 'Both ZIP codes are in Germany (DE)', 'Total weight is 600 kg (under 4,000 kg limit)', 'Item weight 600 kg (under 1,300 kg limit)', '1 pallet (under 8 pallet spots limit)', and 'Height 120 cm (under 220 cm maximum)'. At the bottom of the Reindeer interface, there is a 'CUSTOMER' section with a 'Name' input field and a 'Feedback' section with thumbs up and thumbs down icons.



Reindeer does more than extract information from emails. It gives Hellmann's pricing team a way to keep requests organized and visible as they move forward.

Each request is automatically classified and color-coded so status is clear at a glance: green for success, red for failure, orange for pending.

As requests move forward, the system tracks them from pending to in progress to completion.

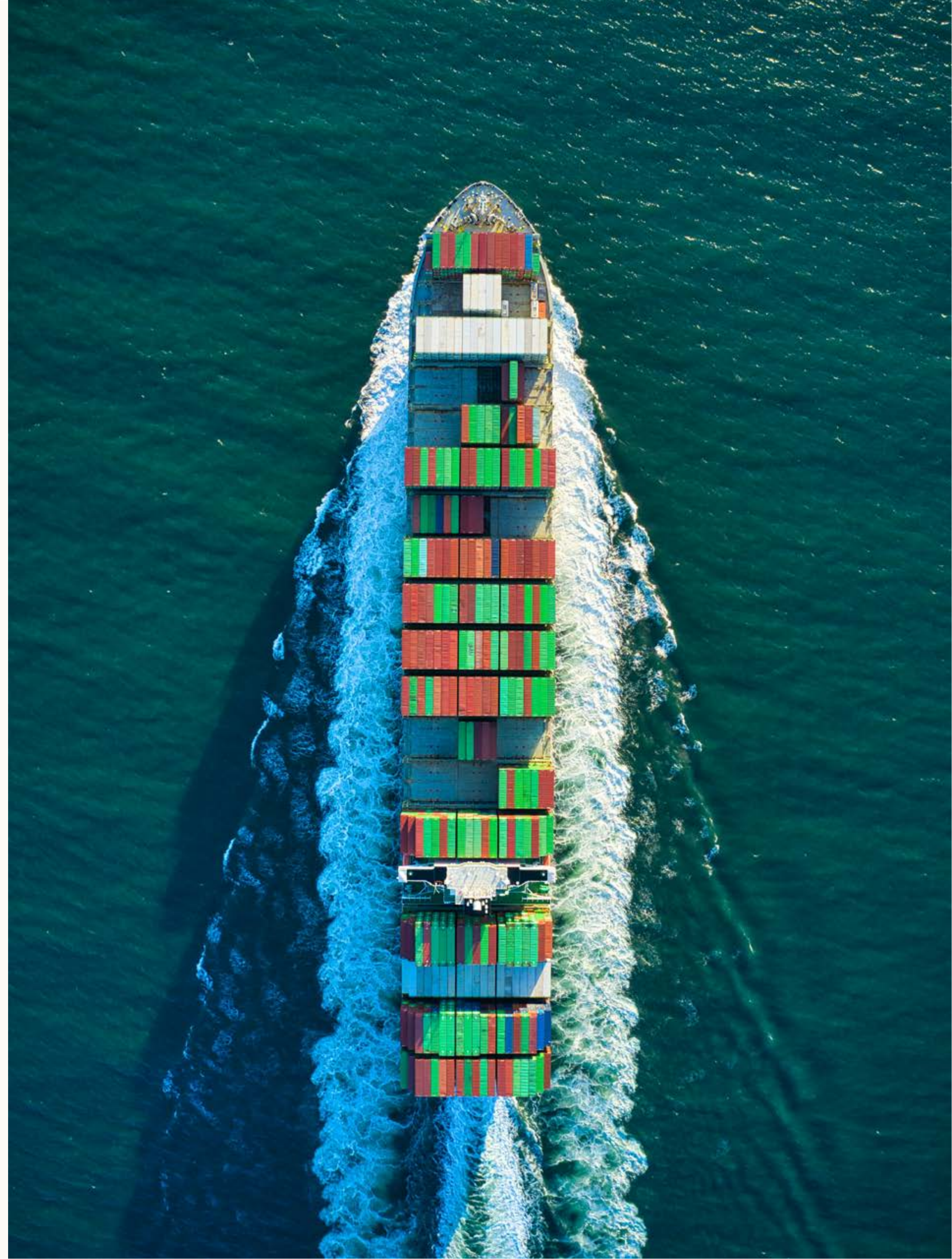
Reps can edit, add missing details, or return a request to the original sender with comments.

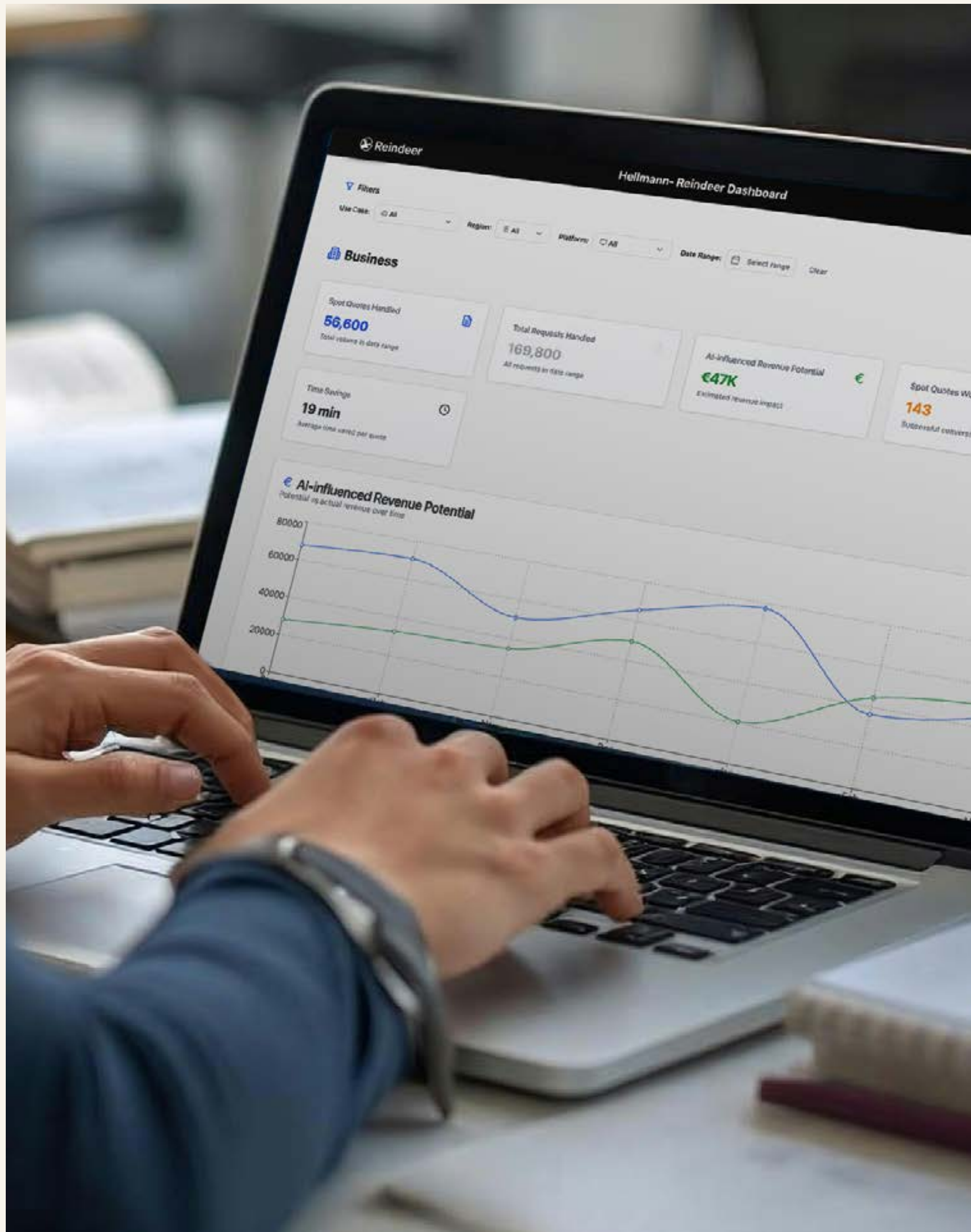
A full audit trail shows who created, edited, approved, or rejected each request.

Filtering and search make it easy to find items by type, status, name, or date.

The pricing team at Hellmann can be confident in Reindeer's accuracy because their agent is also designed to flag missing information. In other words, it knows what it doesn't know.

For example, if a shipping address is missing, the system would ask the rep how to proceed. The rep might tell it to use the last shipment's address, and the agent will find and apply it. This feedback loop keeps accuracy high while giving the sales team full visibility and an auditable trail into how decisions are made.





Reindeer and Hellmann built and trained the system quickly. With about 20 sample requests, the Reindeer team mapped the quoting process and began testing.

Hellmann created a dedicated email inbox for training so the pricing team could interact with the agent in real time, providing feedback, and capturing edge cases as they occurred.

A dashboard tracked accuracy and speed, first as a testing center to communicate progress, and later as a production tool to monitor ongoing performance.

Once the results were clear, the add-on moved into production. Today, the agent handles many customer interactions automatically, flags cases it cannot resolve, and passes them to the pricing or sales team.

Hellmann's quoting process now is much more efficient, with consistent execution and a transparent record of every action.

"This project made it clear that AI is already practical," said Dominik Schindler, Head of Innovation at Hellmann Worldwide Logistics.

"It helped us move faster and avoid mistakes, and it showed the team what's possible when you rethink a process like quoting. Once you see that kind of impact, it's easy to imagine how Reindeer could improve other parts of our logistics processes too."



Dominik Schindler
Head of Innovation,
Hellmann Worldwide Logistics

Results

This AI-driven approach to producing supply chain quotes dramatically improved Hellmann's turnaround time. But a faster response alone wouldn't mean much without accuracy.

Because each quote was complete and correct, Hellmann saw their quote win rate climb, driven by both speed and more consultative customer interactions.

"For my pricing team, Reindeer has been a real step-change," said Alexander Terglane, Pricing & Tender Lead at Hellmann Worldwide Logistics. "With an agentic buddy force supporting the team along with their work, it feels like we added experienced hands overnight. Routine requests move through automatically, more complex ones are handled in a copilot mode, and my team focuses on escalations, edge cases, and customer conversations where experience and human touch actually matter."



Alexander Terglane
Pricing & Tender Lead,
Hellmann Worldwide Logistics

The impact showed up in two ways:

Faster turnaround meant customers received quick and decisive answers, and the pricing team had more time for consultations on routing options, carrier selection, and cost optimization. Customers noticed both the speed and the consultative approach.

The real value here is consistency. The pricing team can respond to customer inquiries more efficiently. Every quote follows the same process, no matter who sends it or how complex it is.

That kind of reliability frees the team to do what they do best: solve complex logistics challenges and build lasting customer relationships.

