



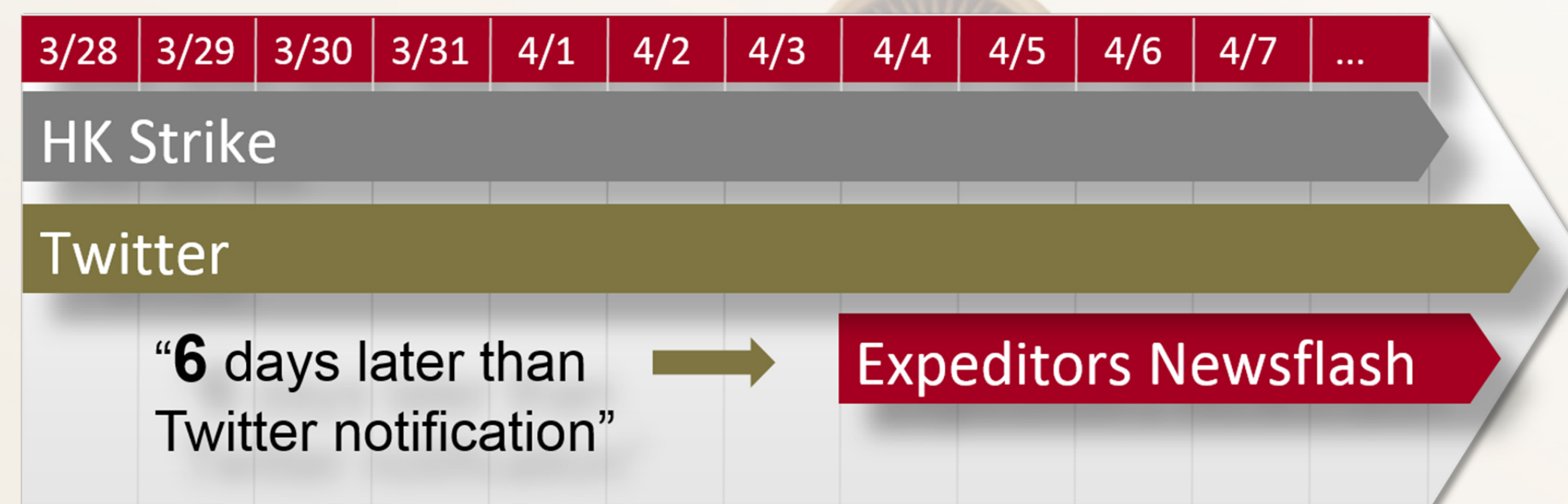
# IDENTIFY GLOBAL LOGISTICS RISKS BY MONITORING TWITTER

Key Word: Customs Delay + Port Strike + Road Closure+ Transportation Delay + Flood+ Cargo Theft+ Customs Clearance + Work Stoppage + Earthquake + Tsunami + Rail Delay + Vessel Collision

## PROBLEM

How could we help Expeditors get an **earlier awareness** of the supply chain interruptions?

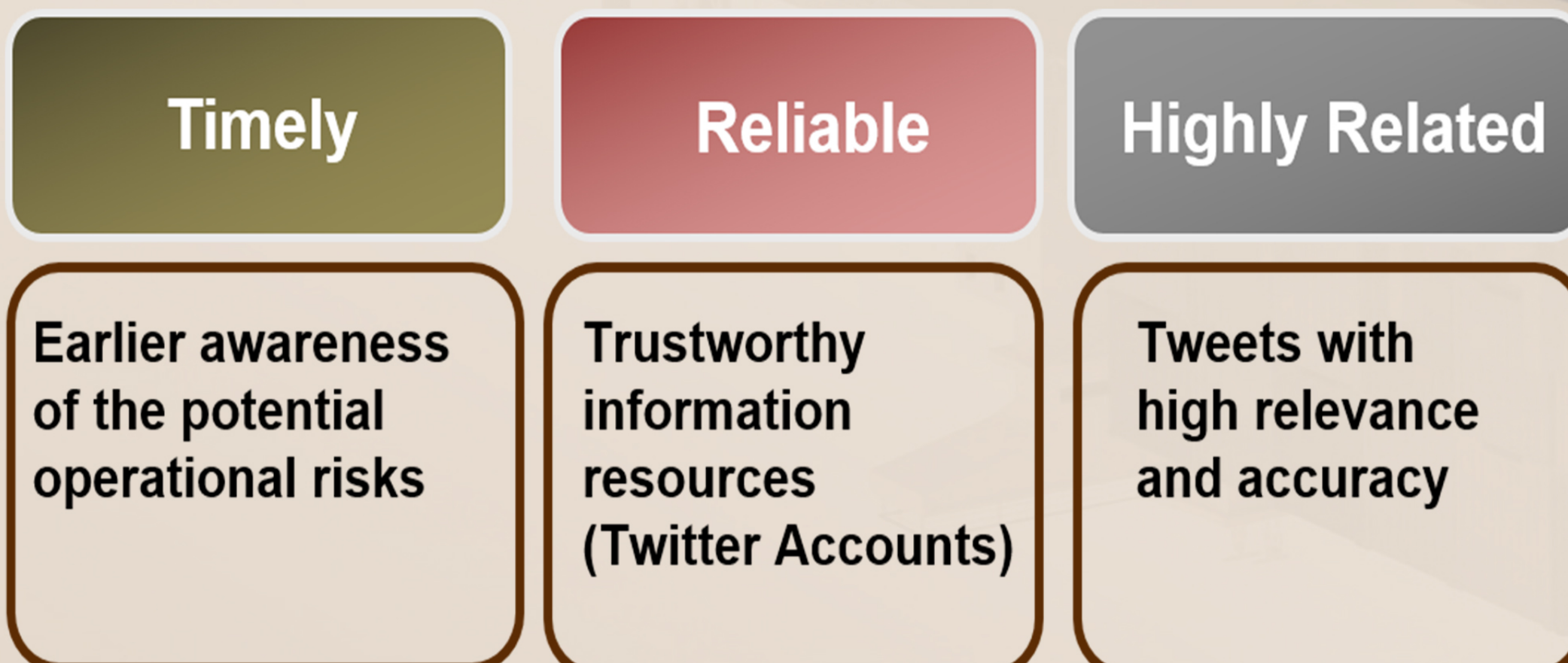
### Awareness of 2013 HK Strike



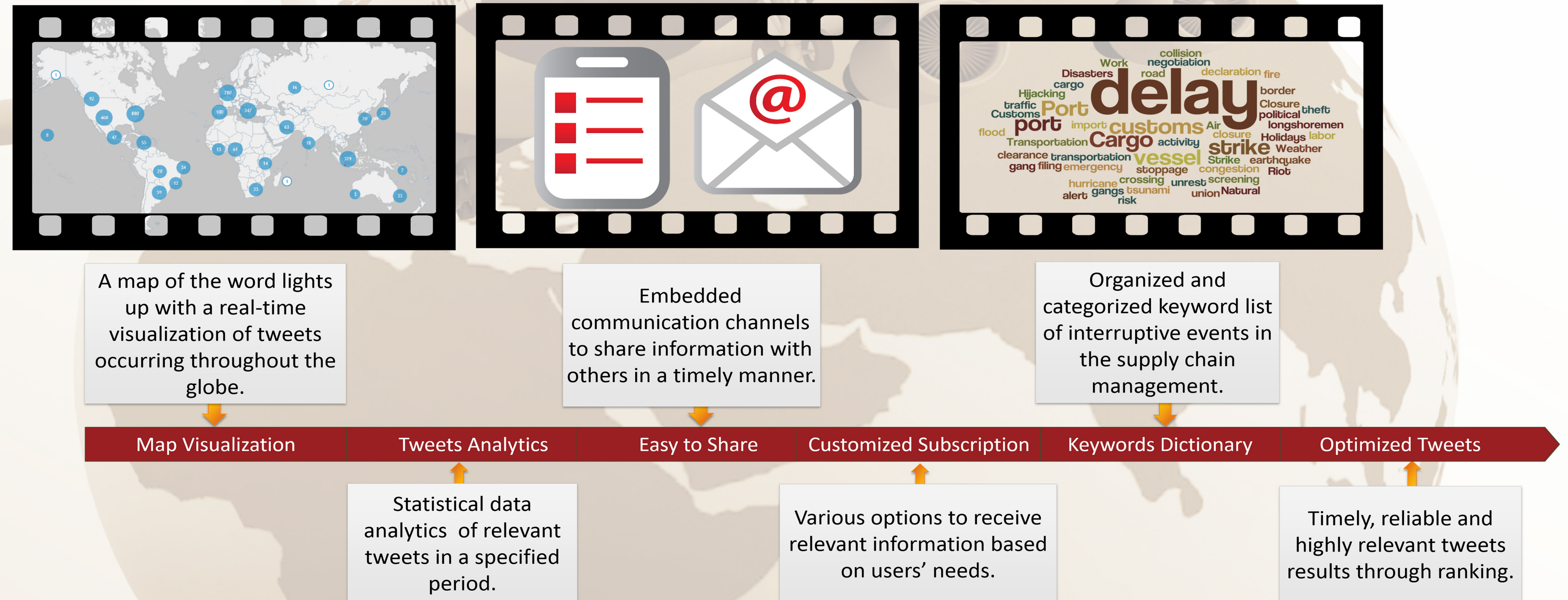
The **speed** at which Expeditors can respond to these interruptive events is critical for maintaining a competitive advantage and providing exceptional **customer service**.

## GOALS

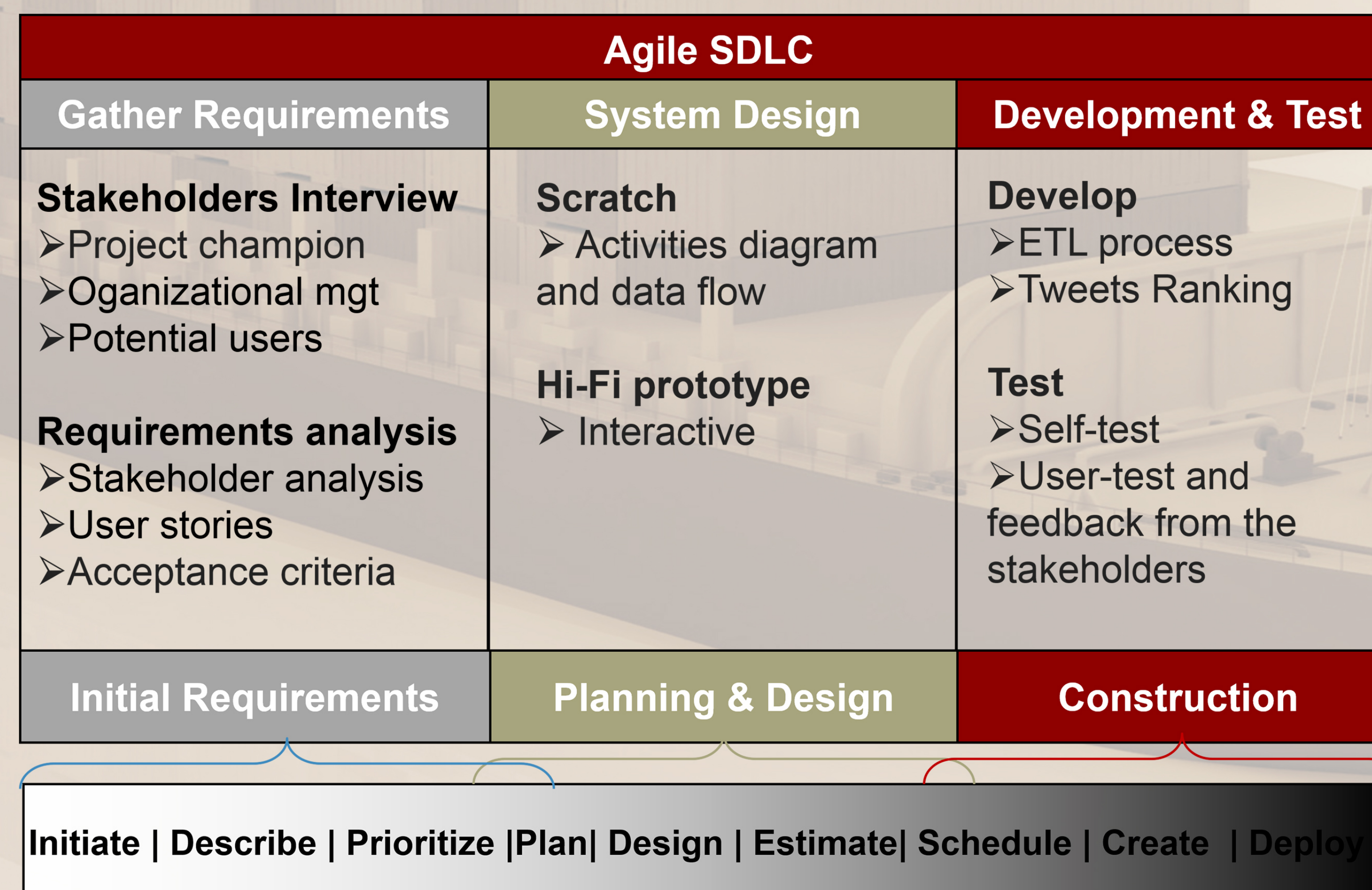
In order to identify **global** logistics risks in an **earlier** manner, we choose to acquire timely, reliable and highly related **data** from Twitter so that Expeditors can consistently meet customer service **commitment**.



## SOLUTION



## DESIGN PROCESS



## IMPACT

- 1 Earlier awareness and better insights into the on-going interruptive events in the worldwide
- 2 More efficient information sharing platform and shortened information processing cycle
- 3 Better customer service performance by earlier risk identification, warning and monitoring
- 4 Enhanced productivity to capture, monitor and share optimized tweets results via our integrated system.