

Customer Spotlight: Isline Freight Forwarding

How Isline Streamlined Sales, Pricing, and
Customer Engagement with Wisor

Customer Profile

Isline Freight Forwarding is a global logistics provider offering technology-powered and innovation-driven solutions across ocean, air, and inland freight, as well as customs clearance. With a strong presence worldwide, the company operates

at the forefront of freight forwarding. This case study focuses on the perspective of Raphael Agu, Strategic Account Manager, who plays a key role in driving operational excellence and customer engagement across global regions.

The Challenge

Isline struggled with growing inefficiencies in its quoting workflow.

The team lacked a unified and reliable platform to manage rates and compare offers.

Responding quickly to client inquiries was difficult due to scattered systems.

Pricing teams spent significant time navigating fragmented tools—delaying response time and leading to lost revenue opportunities.

The Solution: Wisor.AI

By implementing Wisor.AI, Isline gained access to a fully integrated, AI-powered solution that brought together:



Nina Bot

Smart agent outreach and quote requests at scale



Wisor CRM

Customer-centric pipeline visibility



Rates Management & Visualization

Clear view of provider performance, approvals, and arbitrage opportunities



Collaboration Tools

Align pricing, sales, and operations teams with shared visibility and workflow tracking

Use Case

Isline leveraged Wisor across their quoting and sales teams to:



Centralization

Centralize all rate data into a single source of truth



Automation

Automate pricing comparisons and arbitrage decisions



Efficiency

Streamline internal workflows for faster, more accurate quotes



Visibility

Gain visibility into follow-ups, approvals, and client status

Why Isline Recommends Wisor.AI

“Wisor has completely transformed how we price, quote, and engage with customers. It’s fast, efficient, and lets us see the full picture. Compared to our old process, the difference is night and day.”

Raphael Agu
Strategic Account Manager, Isline Freight Forwarding

Impact

After implementing Wisor.AI, Lesam achieved:

150%

increase in quotes and conversions compared to their previous solution.

50%

more secured jobs, thanks to data visualization through the Wisor analytics system.



Improved response time and customer satisfaction



Stronger collaboration between sales, operations, and pricing



Clear, data-driven decisions using Wisor’s built-in analytics

Looking Ahead

Isline is continuing to scale its use of Wisor and is actively exploring integrations with other tools in their freight tech stack to create a truly seamless digital ecosystem.