

Customer Case Study:

Faster, Smarter Freight Quoting with Wisor

Overview

Airone Log Srl, led by CEO Marco Larocca, is a freight-forwarding company based in Parabiago (MI), Italy. The organization was struggling with slow, manual quotation processes, frequent errors, and limited visibility into margins and performance. After evaluating several market

alternatives, they chose Wisor Ai for its balance of functionality, cost, and- most importantly- its responsive, collaborative team. Today, Wisor Ai is a core part of their quoting workflow, helping them move faster, reduce errors, and confidently compare multiple carrier options in real time.

The Challenge

Before using Wisor AI, the team’s biggest frustration was the need to manually check updated carrier costs every time—a time-consuming process that had a daily impact on the business.

Valuable time was pulled away from higher-impact activities

Quotation speed limited how many customers they could serve

Offer preparation was slower

Previous Solutions Considered

Before choosing Wisor AI, Airone Log Srl had experience with several other platforms, including FreightBro (later Freightify) and FreightOS. However, none fully met their needs: FreightBro/Freightify lacked key features, while FreightOS/Quotiss was expensive and felt overly mature, raising concerns about flexibility and the ability to implement new ideas. Ultimately, they were looking for a solution that was powerful, yet adaptable.

Why Wisor?

Wisor Ai stood out for several reasons:



Competitive Pricing

Competitive pricing compared to larger, well-known platforms



Strong Functionality

Strong core functionality that worked well in practice



Responsive Team

A highly responsive sales and customer success team

“Wisor was not perfect, with some features to improve, but the customer service replied **quickly and positively**. We thought improvements would not be an issue”

Overcoming Initial Hesitations

The main hesitation was trust, as it was a new product at the time and there was uncertainty about whether it would deliver on its promises—but what ultimately convinced Airone Log Srl to move forward was the people behind the product.



Fast response times



Openness to feedback



Willingness to improve

The Results

Since adopting Wisor, the company has seen meaningful operational improvements.

Centralized tracking of all quotations

All quotes are managed and monitored in one place.

Clear visibility into costs, revenues, and margins

Full transparency enables better pricing and decision-making.

Ability to quote more customers

Higher throughput without increasing workload.

Faster quotation preparation

Quotes are created significantly faster than before.

Reduced manual errors

Fewer mistakes thanks to automation and structured workflows.

“We’ve seen where we are doing a good job in quoting, and when **we have to improve**”

Operational Impact & Everyday Value

With Wisor AI, the team can now compare multiple carriers and options simultaneously, maintain better control over quotation quality, and reduce errors while increasing throughput—capabilities that were not possible before. Day to day, this translates into more time for higher-value activities,

fewer mistakes, and greater confidence in every quote. Along the way, the team was also pleasantly surprised by Wisor’s AI-powered quotation feature, which demonstrated the platform’s forward-looking capabilities, even if it is not yet part of their regular workflow.

Team Feedback & Recommendations

★ Generally positive feedback from the internal team

★ Only small, manageable issues reported

★ High satisfaction with overall usability

★ Actively recommended to other industry professionals

★ Shared with international agents in Southeast Asia

★ Recognized for its responsive, people-first approach

Looking Ahead

Airone Log Srl sees the partnership with Wisor continuing long term—provided service quality remains high and pricing stays competitive.



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