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AI Opportunity Sprint for NordHaul

Illustrative executive-summary extract for a fictional logistics company. NordHaul, the evidence, and the engagement details are simulated to show what a completed Goplex AI Opportunity Sprint deliverable can look like.

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Executive Summary

Client: NordHaul, an owner-led regional Nordic logistics service provider with last-mile and regional distribution operations, about 80 employees, roughly EUR 15M in annual revenue, and approximately 650 daily consignments across one main depot and one satellite site.

Engagement: 6-week fixed-scope AI Opportunity Sprint by Goplex. Sprint fee for this demo scenario: **EUR 12,000**. The sprint assessed where AI and data can create real business value, where NordHaul should not invest yet, and what the first fundable pilot should prove.

Work completed: 19 stakeholder interviews, 4 workshops, and review of representative operational and data-context materials — including a categorized sample of 312 inbound emails, 10 working days of PBX call logs, a 12-month spot-quote extract (1,846 quotes), TMS/export constraints, invoice/POD exceptions, platform integration notes, and KPI snapshots.

The Headline

The opportunity landscape resolves into three layers:

Connect - integrate with the platforms, shipper portals, marketplaces, and downstream carriers NordHaul depends on, including Transporeon, TimoCom, Trans.eu, shipper portals, and partner workflows.

Capture - automate and structure the manual phone-and-email customer interface that consumes staff time and loses demand, service, pricing, and churn signals.

Act - use captured and connected data for contribution-based pricing, forecasting, renewals, routing, and scheduling.

NordHaul cannot act on data it does not yet have, and it does not have the data until it connects partner workflows and captures customer interactions in structured form. That sequence is the core finding.

Recommendation: GO on the capture layer as the first pilot: AI email triage and response drafting, call transcription and structuring, and customer self-service for status and rescheduling. This cuts current handling cost, improves response speed, and creates the structured data required for higher-value pricing work later. Estimated annual value is **EUR 0.5-0.8M** once scaled: EUR 0.12-0.18M in cost effects (freed routine capacity, avoided peak staffing, avoided hires) plus EUR 0.38-0.62M in retained revenue on service-risk accounts. The full build-up, baseline exhibits, and the solution options considered are in the main report (Sections 4 and 7). The recommended follow-on pilot is roughly **EUR 85k over 4 months**, including an 8-week controlled trial.

Parallel foundation track: prepare the connect layer by improving integration readiness for marketplaces, shipper portals, and downstream carriers. This is necessary for future pricing and forecasting work, but it should not replace the capture pilot.

No-go for now: contribution-based pricing intelligence and AI demand forecasting should not be funded first. Pricing carries the largest prize, estimated at **EUR 0.8-1.3M per year**, but the required structured quote, cost-to-serve, interaction, and platform data is not ready. Sequencing it first would mean building on missing inputs.

Why Capture First

NordHaul's customer interface is manual: quotes, reschedules, status chases, service exceptions, and complaints run through phone and email. The sprint measured it: 57% of a categorized 312-email inbox sample is routine-eligible (status, rescheduling, booking amendments), status checks and rescheduling make up 54% of tagged inbound calls, and interaction handling absorbs about 7.8 FTE-equivalent (≈EUR 420k per year loaded). Staff handle the work, but documentation is inconsistent and much of the signal disappears after each interaction.

This is two problems in one. It is a **cost and speed problem** because routine interaction consumes customer-service and operations capacity. It is also a **dark-data problem** because each interaction contains signal about demand, pricing friction, service risk, and churn that is not currently captured in usable form.

Fixing capture pays for itself on current workflows and creates the foundation for later pricing and forecasting opportunities. That is why it leads.

Recommended Pilot

Start with lower-risk, high-capture workflows:

Workflow	Pilot behavior
AI email triage and response drafting	Classify inbound emails, extract references, suggest replies, and route urgent or complex cases.
Call transcription and structuring	Transcribe selected calls and extract reason, customer, shipment reference, promised action, and follow-up owner.
Customer self-service	Provide controlled status lookup and rescheduling request flows.

Deliberately defer autonomous live voice agents to a later wave. Capture and de-risk the channel first before automating live customer conversations.

The pilot plan carries explicit GDPR and language guardrails: a DPIA and call-recording notice before any transcription starts, EU-region processing with no vendor training on NordHaul data, per-language drafting-quality gates (the inbox sample is 58% Swedish, 17% English, 14% Finnish), and manual drafting retained for named key accounts in the first wave.

Run the pilot in the main depot with the satellite as a comparison group where practical. Success threshold: a 25-35% reduction in routine handling time, faster median email response without CSAT decline, improved first-contact resolution, at least 70% structured capture of relevant interactions, and no increase in escalations or missed service commitments.

Where This Is, and Is Not, AI

- The **capture** layer is unambiguously AI: language, summarization, classification, extraction, drafting, and transcription are all strong current-model use cases.
- The **connect** layer is AI-accelerated, not AI magic: LLM-assisted spec parsing and mapping can reduce effort, but partner certification, reconciliation, and exception handling remain normal integration work.
- The **act** layer is predictive ML and decision support: cost-to-serve prediction, win probability, lane-pattern detection, and churn risk can be valuable, but humans keep the commercial decision.

Often the right answer is not "build more AI." Sometimes it is a dashboard, a data contract, an integration fix, or a process change. This report labels those cases as such.

Opportunity Map

Value runs up the vertical axis and effort runs across the horizontal axis. The capture cluster sits in the high-value, lower-effort zone. The largest deferred prizes are high-value but gated by missing data.

#	Opportunity	Layer	Status	Value/yr
1	Platform and marketplace integration: Transporeon, TimoCom, Trans.eu, portals	Connect	Foundation / parallel track	Enables growth and later analytics
2	AI email triage and response drafting	Capture	**GO**	Part of EUR 0.5-0.8M
3	Call transcription and structuring	Capture	**GO**	Part of EUR 0.5-0.8M
4	Customer self-service for status and rescheduling	Capture	**GO**	Part of EUR 0.5-0.8M
5	Live voice agents	Capture	Wave 2, deferred risk	Not sized for pilot
6	Support-ticket sentiment analysis	Capture	Low priority	Small
7	Contribution-based pricing intelligence	Act	**No-go now**	EUR 0.8-1.3M
8	Win-probability and price elasticity on quotes	Act	Wave 2	High
9	Contract-renewal and churn-risk pricing	Act	Wave 2	Medium-high
10	Surge and accessorial pricing	Act	Quick win	Medium
11	Dynamic route sequencing and ETA prediction	Act	Strong, not first	High
12	AI demand forecasting	Act	**No-go now**	Medium-high
13	Driver scheduling and shift optimization	Act	Downstream of forecasting	Medium
14	Invoice and POD document automation	Act	Quick win	Low