AirBridgeCargo's digital bookings soar with over 200% growth in 2021

AirBridgeCargo Airlines (ABC), one of the leading air cargo carriers and part of Volga-Dnepr Group, has demonstrated a 274% increase in digital bookings in 2021 as opposed to 2020 results thus demonstrating its commitments towards enhancement of its customers' digital journey experience.

Understanding the needs of its customers worldwide and preferences of various users, the company has been developing eBookings via ABC's official website and eFreight system, at the same time approaching online booking platforms.

The carrier was one of the first air cargo market players to join online booking platforms back in 2019, starting with Cargo.One and digital booking capabilities ex Europe and gradually expanding its offers with other partners – WebCargo and CargoAi, the latter being joined at the end of 2021.

In 2021 ABC team had worked closely with the booking platforms to expand online booking capabilities for customers in APAC, embracing China, Japan, South Korea and other countries since Q2 last year. Throughout the year the company has broadened its online booking scope to offer all the origins and destinations within its existing network, alongside bringing networks of its road-feeder service partners.

Alexey Zotov, Commercial Director of AirBridgeCargo Airlines, highlights: "With customers becoming more digitally minded, we aim to adapt the same digital experience they have become accustomed to as consumers and transfer it in the business-to-business environment. We have been in close dialogue with our key accounts to see how we could increase online bookings and integrate our capabilities into their internal Transport Management Systems. This will enable more seamless customer experience and open new opportunities for further cooperation, including in the area of integrated logistics solutions which we are set to expand".

In 2022 and beyond, AirBridgeCargo and Volga-Dnepr Group are set to transform their internal cargo management system which will enable not only smooth booking and confirmation, but also CRM, invoicing, revenue management, and as a result will improve overall business efficiency.

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