



5 Steps to Prepare Your Organization to Scale with AI

Freight forwarders and customs brokers are under increasing pressure to do more with less. AI and automation can help you scale your operations — but only if you lay the right groundwork. Use this checklist to get started.

- 1 Identify High-Impact Use Cases**

Pinpoint the processes where manual work slows you down and errors are costly, such as AP auditing, customs declarations, or booking management. Look for opportunities with measurable ROI.
- 2 Engage Stakeholders Early**

Bring together your operations, IT, and compliance teams to align on goals, priorities, and success metrics. Early stakeholder buy-in will make adoption smoother.
- 3 Build Your Change Champions (Tiger Teams)**

Select employees who understand both your day-to-day processes and your appetite for innovation. Empower them as “tiger team” leaders to support, train, and champion new technologies.
- 4 Prepare Your Data**

High-quality data is critical to effective AI. Audit your current data sources and standardize document formats, naming conventions, and data fields wherever possible. Clean inputs mean stronger outcomes.
- 5 Choose a Partner, Not Just a Platform**

Technology is only part of the solution. Look for a partner who can guide you through change management, training, and enterprise rollout — not just sell you a tool.

**Ready to
Get Started?**

Book a call with Raft to explore how you can scale with technology — and unlock the competitive advantage of automation.

BOOK A CALL