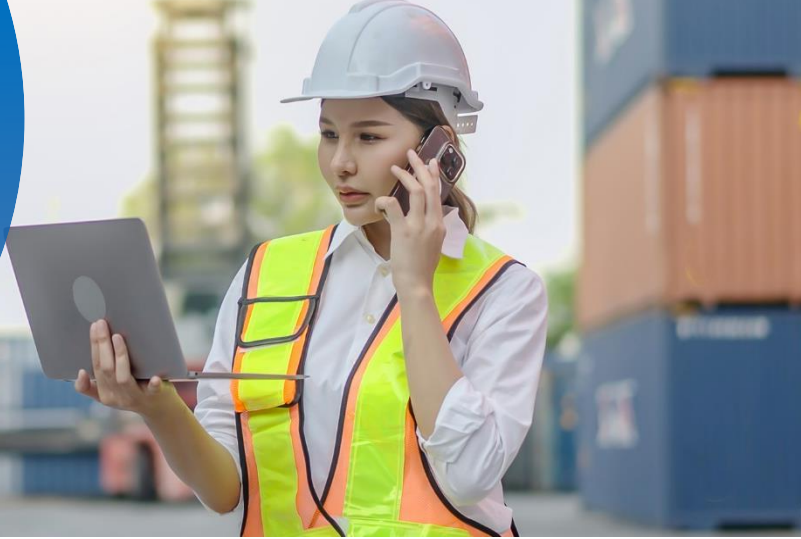# cogent infotech

Case Study

Evolving a Global Control Tower to Support Complex, High-Value Logistics Operations

The Client

A global logistics and supply chain enterprise operating across North America, Europe, and APAC relied on regionally distributed teams to manage high-value, time- and temperature-sensitive shipments across a complex, multi-carrier network. As scale and regulatory demands increased, the organization needed a unified control tower model to standardize execution, strengthen governance, and ensure adequate skilled workforce coverage across geographies and time zones.

The Challenge

- **Limited availability of skilled control tower and logistics professionals across regions and time zones**, making it difficult to sustain consistent operational coverage

- **Difficulty scaling specialized roles quickly** (control tower, lead logistics, cold chain, planning, analytics) to support volume growth, new lanes, and regulatory demands

- **High dependency on a small set of experienced individuals**, creating continuity and escalation risks during attrition, leave, or peak periods

- **Insufficient real-time monitoring and exception management capacity**, leading to reactive issue handling and delayed escalations

- **Inconsistent KPI governance and root-cause analysis**, driven by constrained senior specialist bandwidth across regions

- **Execution variability across carriers and nodes**, as lead logistics and network coordination roles struggled to scale with network complexity

- **Limited alignment between planning, execution, and reporting**, due to workforce capacity gaps across planning, optimization, and analytics functions

About
Cogent Infotech

Founded in 2003, Cogent Infotech is a trusted, award-winning firm with **22+ years** of experience, **150+ government** contracts delivered and **10,000+** successful projects. Recognized as an SBA Small Business and MBE-certified, we deliver excellence through diverse talent, AI-driven recruitment, and cooperative contracts like NASPO ValuePoint and TIPS-USA.
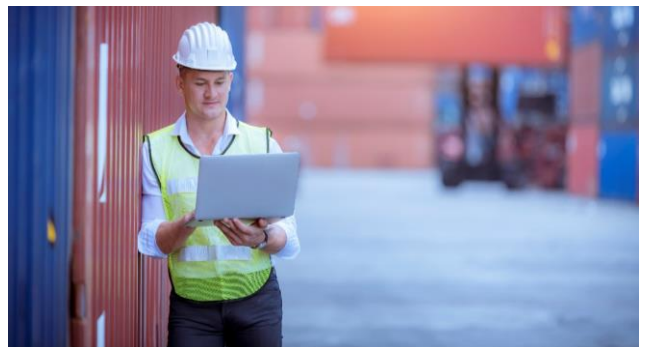
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Solution and Process

- **Leveraged ARIA, Cogent's AI-driven talent intelligence platform**, to extract role-specific skills and certifications from control tower job definitions and rapidly match them to curated talent pools, accelerating hiring for niche logistics roles

- **Built and continuously expanded a role-specific talent database** for control tower, cold chain, and logistics governance roles using ARIA-driven insights and market data, cutting average time-to-fill from **48 days to 24 days** while improving shortlist precision

- **Preserved hiring quality through a human-in-the-loop model**, where experienced logistics recruiters validated AI-matched profiles against role complexity, compliance exposure, and execution readiness

- **Sustained a high-quality passive talent pipeline** by targeting competitor-aligned professionals through role-specific campaigns, direct outreach, and a focused referral program

- **Improved interview-to-fill efficiency through recruiter-led role simulations**, preparing candidates on real control tower scenarios, escalation judgment, and KPI ownership

Outcome

- **Reduced average time-to-fill from 48 days to 24 days** for control tower, cold chain, and specialized logistics roles through ARIA-led matching and a pre-qualified talent database

- **Improved interview-to-fill ratio by 33%**, driven by recruiter-led role calibration and scenario-based interview preparation

- **Increased offer-to-join conversion by 22%**, supported by structured pre-onboarding engagement and expectation alignment

- **Delivered 45% of hires from passive talent pipelines**, reducing dependence on active job markets through competitor targeting, direct outreach, and referral programs

- **Reduced first-90-day attrition by 18%**, reflecting improved role-fit accuracy and hiring quality

- **Lowered overall cost-per-hire by 23%**, driven by fewer interview rounds, faster hiring decisions, and reduced rework

Risk Analysis

- Workforce availability risk

- Knowledge concentration risk

- Operational continuity risk

- Quality and role-fit risk

- Cold chain and compliance risk

- Data and visibility risk

- Technology enablement risk

- Change adoption risk

- Cost escalation risk

- Vendor dependency risk

Best Practices

- ✓ Role-based workforce planning aligned to control tower functions

- ✓ Data-driven talent sourcing and skill mapping

- ✓ AI-augmented recruiting with human-in-the-loop validation

- ✓ Structured passive talent engagement and referrals

- ✓ Standardized interview calibration and role simulations

- ✓ Pre-onboarding engagement and expectation alignment

- ✓ Follow-the-sun workforce coverage model

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TECHNOLOGIES

- **ARIA (Cogent AI Talent Intelligence Platform)**
- **Azure OpenAI Service**
- **Azure Machine Learning**
- **Azure Data Factory (ADF)**
- **Azure Data Lake Storage Gen2**
- **Azure Synapse Analytics**
- **Power BI**
- **Azure Data Explorer**
- **Azure Logic Apps / Power Automate**
- **Azure DevOps**
- **Azure Monitor**
- **Microsoft Entra ID (Azure AD)**
- **Microsoft Purview**

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