

A Rate Management Overhaul for a Global Health & Beauty Leader

In the health and beauty industry, timing isn't just important, it's everything. Seasonal collections, promotional campaigns, and new product launches are built around retail resets that leave no room for error. If a container of cosmetics is late, the shelf space doesn't wait.

For one of the world's largest HABA (Health and Beauty Aids) manufacturers, ocean freight had become the weakest link. Production sites across Asia and Europe were ready to serve global demand, but fragmented rate data, frequent delays, and mounting compliance risk put revenue and reputation at stake.

This case study shows how Ship Angel gave a global beauty leader the tools to restore confidence in its freight operations, and align logistics with the unforgiving pace of consumer demand.



The Challenge

A top-tier cosmetics and personal care conglomerate, moving thousands of containers annually, was facing mounting freight pressures that threatened to erode margins and jeopardize launches.

Launch Risk

Long production lead times meant inventory was already tight. When containers encountered port dwell delays or customs holds, seasonal launches, worth millions in revenue, risked missing their shelf date.

Fragmented Rate Data

Ocean rates lived across multiple forwarders and carriers, each in their own format (PDFs, spreadsheets, emails). Procurement had no unified view of global rates, forcing teams into hours of manual comparisons and error-prone decision-making.

Retail Chargebacks

Big-box and pharmacy retailers imposed strict delivery-window requirements. Each late arrival triggered fines, often 1–5% of shipment value. For a company shipping hundreds of millions annually, even a small miss rate translated into millions in penalties.

Siloed Teams

Logistics and marketing weren't working from the same data. Campaigns were planned without freight realities in mind, while delays weren't communicated upstream until it was too late. The result: misaligned launches and strained internal trust.

In short: ocean freight had become a bottleneck. The company needed a way to unify data, accelerate decisions, and ensure every shipment supported its global retail commitments.

The Solution

Ship Angel deployed its AI-powered rate management platform in less than 72 hours, transforming how the company managed ocean freight from end to end.



Unified Rate Management

Ship Angel's AI ingested every forwarder and carrier file, normalizing thousands of rates and surcharges into a single dashboard. This eliminated 90% of manual entry and gave procurement and ops one reliable source of truth for every lane.



Amendment Guard for Error-Proof Contracts

Each new contract or amendment was automatically scanned line-by-line. Hidden surcharges, shortened free time, or sudden "seasonal" fees were flagged before they went live. This gatekeeping prevented costly errors and ensured invoices always matched the contract.



Dynamic Benchmarking

By layering the company's rates against real-time market benchmarks, Ship Angel gave procurement leverage to renegotiate overpriced lanes and validate carrier performance. Decisions weren't just faster, they were more confident and defensible.



AI Co-Pilot for Instant Clarity

Instead of waiting hours for answers, teams could ask: "What's our fastest option from Shenzhen to LA next month?" or "What's the cost impact if we expedite Paris to Tokyo for a launch?", and get results in seconds. Marketing planners used the same tool to test scenarios before locking in campaign dates.



Cross-Team Visibility

Shared dashboards and integration with existing TMS/ERP systems gave marketing, logistics, and finance access to the same data. Campaign planning meetings now began with a single source of truth, replacing finger-pointing with aligned decision-making.

The Results

\$1.4M

Cost Impact

Savings and avoidance from renegotiated lanes, prevented surcharges, and reduced demurrage/storage.

90%

Reduction in Chargebacks

On-time performance improved dramatically, cutting retailer fines from \$1M to under \$100k in one year.

40%

Faster Planning Cycles

Automated ingestion and instant AI queries freed over 1,000 hours per month in manual work.

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Customs Holds

Automated compliance checks ensured every shipment left with the right paperwork.

Beyond the Numbers

What began as a rate management overhaul became a shift in operating tempo. With **Ship Angel**, this HABA leader moved from reactive firefighting to proactive orchestration. Teams gained the confidence to plan boldly, negotiate strategically, and deliver consistently.

Before

- Fragmented data across systems
- Manual rate comparisons
- Reactive problem-solving
- Missed deadlines and penalties

After

- Unified source of truth
- AI-powered decision support
- Proactive planning
- On-time deliveries and launches

Conclusion

For the health and beauty industry, where launches and shelf resets drive revenue, freight execution is make-or-break. **Ship Angel** gave this global manufacturer more than clean rate data, it delivered agility, compliance, and alignment across the business.

Every shipment now begins with clarity. And every launch lands on shelf, right on time.

Unified Data

Single source of truth across all shipping lanes and carriers

Proactive Planning

Marketing and logistics aligned with real-time freight visibility

On-Time Delivery

Products on shelf when promised, protecting revenue and relationships

About Ship Angel

Ship Angel is a next-generation rate management platform built for direct shippers navigating today's complex logistics landscape. With tools like AI Co-Pilot, Amendment Guard, dynamic benchmarking, and full multi-modal support, Ship Angel turns disjointed rate sheets into actionable intelligence - helping companies avoid overpayments, regulatory risk, and operational delays. We work across ocean, air, and trucking to unify strategy and execution.



20.6M Rates Processed



4.25M Port Combinations



3-5% Average Savings



0 Need for BPO Centers

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