

# Logistics and Transportation in the Post COVID-19 Times

*Enforced border controls, port congestion, and container shortages led to traffic back-ups and delays. National and local lockdowns disrupted transportation*

CHICAGO, IL, UNITED STATES,  
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-- The outbreak of COVID-19 has changed the world as we know it, leaving its mark on most industries in the US and globally.



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Logistics, including transportation, warehousing, and freight flows, is also one of the many sectors significantly affected by the pandemic.

The industry's unprecedented challenge began when China shut down factories and halted production. Supplying and procuring goods became difficult. Enforced border controls, port congestion, and container shortages led to traffic back-ups and delays. Then national and local lockdowns were imposed, disrupting transportation and logistics even further.

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*Jaymie Freeman, Cargoos  
COO*

Right. It was a disaster.

However, the disruption has given the industry more opportunities to transform itself, to improve efficiency and eliminate points of failure identified during the COVID-19

outbreak.

Here are 6 opportunities for logistics and freight brokers to capitalize on in the post-pandemic world:

1. Increase in e-commerce logistics

The pandemic has accelerated the growth of e-commerce, and this trend continues in the post-pandemic world. It has forced people to stay home, shop online, and have their purchases delivered to them. This has resulted in a surge in e-commerce logistics and a corresponding increase in demand for logistics services.

## 2. Improved technology and data management

The pandemic has also shown logistics companies the need to invest in better technology and data management. This is to track their inventory, optimize their transportation routes and manage customer expectations better. The goal is to be able to adapt quickly to changes in demand and supply. As a result, logistics brokers that can provide these services are in high demand.

## 3. Flexibility is a key

The Covid-19 outbreak has shown that logistics and transportation companies need to be flexible in order to adapt to the ever-changing needs of their customers. This means being able to quickly change routes, adjust schedules, and add capacity when needed. It also means being able to provide a variety of services that meet the specific needs of each customer.

## 4. Enhanced customer service

Post-pandemic customers are more demanding and expectant of logistics providers. As a result, logistics brokers are placing a greater emphasis on customer service. This includes offering 24/7 support and providing tracking information and updates to customers throughout the shipping process.

## 5. Increased demand for last-mile logistics

The pandemic has resulted in a shift from brick-and-mortar to online shopping. This has increased the demand for last-mile logistics, which is the logistics involved in getting products from warehouses to customers' homes. This presents an opportunity for logistics providers to specialize in or invest in last-mile logistics.

## 6. Increased focus on sustainability

The pandemic has made people more aware of the need for sustainability. As consumers become more aware of the environmental impact of their purchase decisions, they will increasingly seek out logistics brokers that are committed to sustainability. Logistics companies focusing on sustainability will be better positioned to attract and retain customers.

## Bottom Line

Although the COVID-19 pandemic has been a challenge, it has also reminded businesses to remain flexible and adaptable. It exposed supply chain vulnerabilities and provided an opportunity to explore logistics solutions that are more efficient, cost-effective, and sustainable.

Cargoos offers cost-effective, user-friendly, sustainable logistics services aimed at providing quick and secured deliveries anywhere in the US.

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