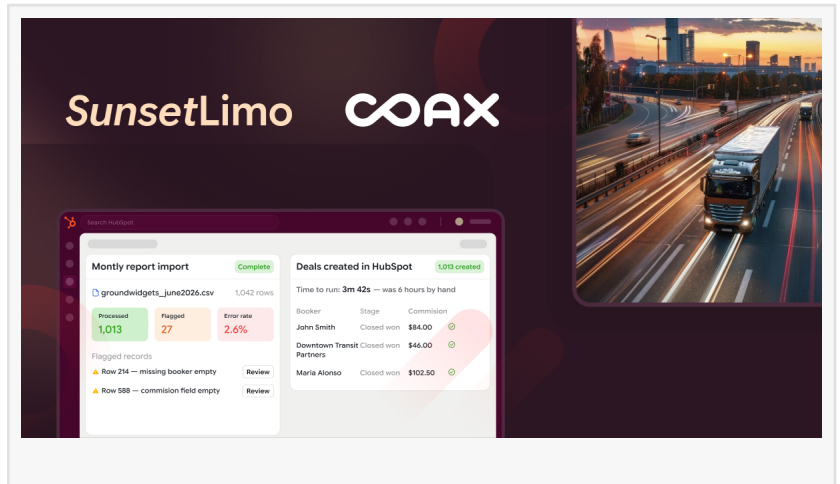


COAX Software builds a pipeline that closes a \$35,000 revenue gap for a transportation company

COAX Software built a config-driven import engine with fuzzy matching that closed a \$35,000 revenue gap for a ground transportation operator.

NORTHBROOK, IL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- A [ground transportation company](#) has recovered \$35,000 in revenue that had been slipping through a manual booking process, following a project completed by COAX Software, a Ukraine-based provider of transportation and logistics software.



Before the project, the client processed bookings through a third-party marketplace with no API or webhook connection to its CRM platform, HubSpot. The marketplace's sole output was a monthly file listing closed trips, which staff transcribed into HubSpot one record at a time. As booking volume increased, this created two compounding problems: the manual entry consumed several hours each cycle, and inconsistencies in the source data. The same booker's name could appear under three different spellings within a year. This made commission tracking unreliable.

COAX was engaged to remove the manual step entirely by building a tool that reads the monthly export directly and populates HubSpot on its own.

The solution created

The solution centers on a matching registry that links incoming booker names to existing company records. Fuzzy matching catches minor spelling and formatting differences automatically, while any name the system can't confidently place is routed to a review queue along with the surrounding context needed to resolve it quickly. Each confirmed match is stored, so the registry grows more accurate, and requires less manual review, with every cycle.

Rather than hardcoding commission rules into the application, COAX built them as adjustable settings the client can update directly, without waiting on a developer or a new software release. The configuration was validated with the client's own staff before the tool went live, to make sure it reflected how payouts actually worked in practice.

To keep the system resilient, COAX also separated the import logic from the marketplace's specific file structure. A dedicated mapping layer isolates the pipeline from formatting changes on the marketplace side, and is designed so that a future switch to a direct API integration wouldn't require rebuilding the tool from the ground up.

The result COAX Software delivered

The tool now handles roughly six hours of work per month that previously fell to a staff member. Known bookers flow through automatically; unfamiliar ones surface for a short review rather than a full manual entry. Configurable commission tiers are applied without developer involvement, and the mapping layer shields the process from changes to the marketplace's export format. A task that once took the better part of a workday now takes a few minutes to check.

Beyond the time saved, the client gained a more reliable view of commissions that had previously gone undercounted due to entry errors and inconsistent naming. With matching and record creation now automated, that combination is what closed the \$35,000 gap and put more dependable reporting in place going forward.

COAX and the client are now scoping a second phase built on the same underlying trip data, aimed at forecasting demand by city and day before bookings come in, giving dispatch teams a way to plan staffing ahead of actual demand rather than reacting to it. The project is representative of a broader challenge COAX sees across transportation and logistics operators still tied to file-based exports from marketplaces and legacy systems never built to talk to modern CRM tools.

About COAX Software

Founded more than 16 years ago and based in Ukraine, COAX Software designs and builds custom digital products for travel, transportation, and logistics companies across Europe and North America. The company works with operators looking to modernize day-to-day processes, reduce operational risk, and get more reliable data out of legacy systems. Learn more at coaxsoft.com.

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