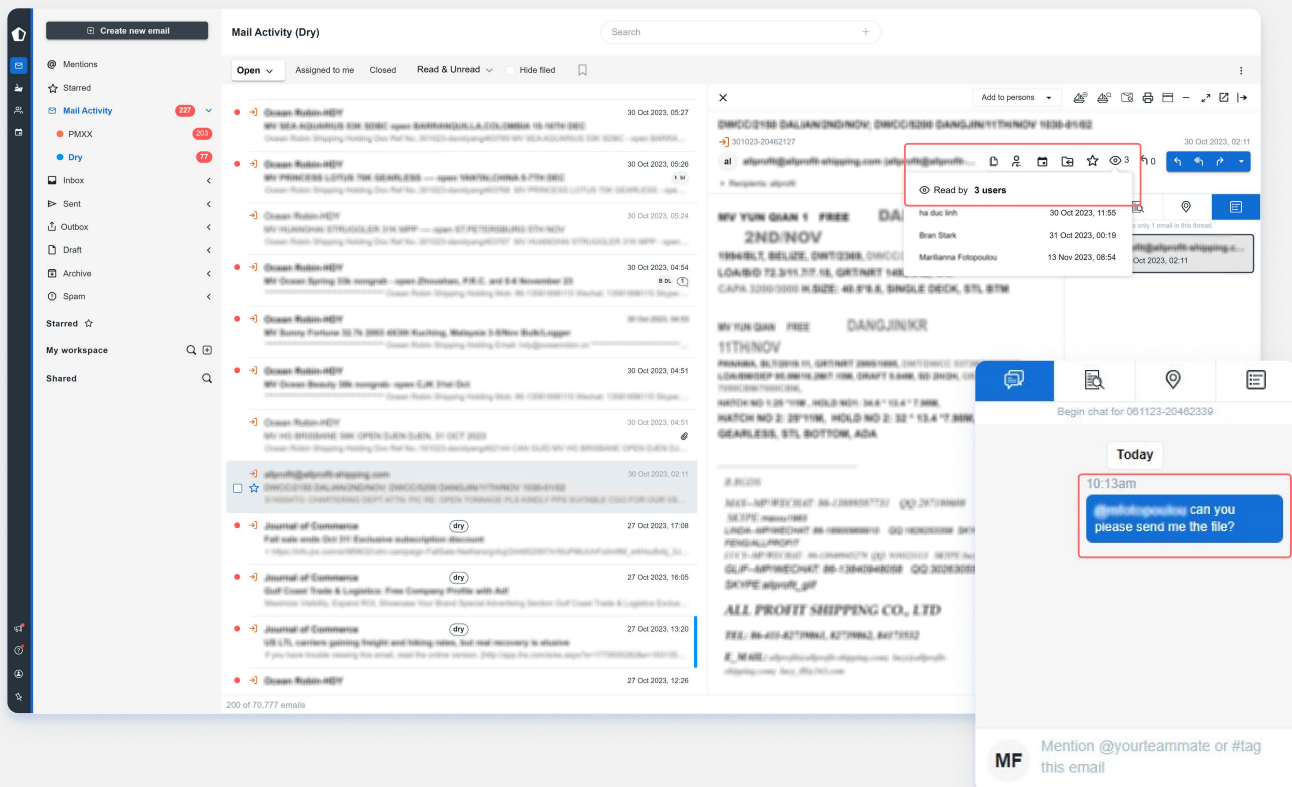


CASE STUDY

How Johnasia simplified high volume communication and improved real-time coordination with MarineTraffic Inbox



Introduction

Johnasia, a leading shipping agency with a significant presence across Asia, specializes in providing a wide range of vessel support services, including cargo operations, husbandry matters, bunkering, ship repairs, and brokerage, handling over 5,000 emails daily to coordinate complex maritime activities. To manage this high volume of communication and ensure seamless collaboration across its offices, Johnasia implemented MarineTraffic Inbox, a collaborative communication platform tailored for the maritime industry. This case study explores how Inbox addressed Johnasia's operational challenges and enhanced its efficiency.

About the company

Johnasia, established in Singapore in 1980, has grown into a prominent end-to-end shipping agency that provides advanced vessel support services, with a substantial presence across Asia, including China. Johnasia is committed to quality, and focuses on building long-lasting relationships with clients under the motto, "Once Johnasia, Always Johnasia."

Company info



Industry

Maritime agency services

Company size

100 employees

Headquarters

Singapore

Kpler solution

MarineTraffic **Inbox**

The challenge

Johnasia's operations are heavily dependent on email communication, which forms the backbone of its workflows for coordinating with shipowners and other stakeholders. With over 5,000 emails handled daily, the company struggled with managing its growing volume of communication effectively, particularly when using traditional email systems like Outlook. The locally installed system previously in use often suffered from reliability issues during server outages, resulting in operational disruptions. The absence of integrated tools for organizing and processing emails added inefficiencies to the workflow.

“Our email communication is the backbone of our operations. Managing the sheer volume of emails and ensuring smooth collaboration was a major pain point,” said Ahmad Hassan, IT Manager at Johnasia.

The objectives

Johnasia aimed to achieve the following objectives:

- Implement a platform that enables instant messaging and real-time updates, to improve transparency and ensure accountability across teams.
- Automate routine tasks and integrate with operational systems to streamline workflows, reduce manual errors, and increase overall productivity
- Centralize emails, documents, and operational data to provide easy access to critical information and minimize communication gaps.
- Facilitate interaction between shipowners, agents, and service providers through structured communication channels and role-based access for smoother operations.



The solution

To eliminate email bottlenecks and streamline operations, Johnasia adopted Inbox, a cloud-based communication platform designed specifically for maritime and supply chain teams. Unlike conventional email systems, Inbox prevents message duplication and ensures that all team members work within a single, continuously updated conversation thread—eliminating fragmented replies and redundant messages. Its high-speed search engine allows teams to retrieve critical emails instantly, reducing response times and improving coordination.

Recognizing the fast-paced and high-stakes nature of shipping agency services, Johnasia implemented Inbox to seamlessly integrate with its workflows and provide real-time visibility into ongoing communications. Our team conducted targeted training sessions, enabling staff in Singapore and China to onboard quickly and work efficiently from day one. The result: faster email processing, streamlined collaboration, and full oversight of communications, ensuring no critical message is missed across Johnasia's global operations.

The results

Inbox directly addressed Johnasia's key operational pain points by providing a centralized, collaborative communication hub accessible anytime, anywhere—eliminating the risks associated with local server disruptions. Powerful tools like email tagging, threaded commenting, and advanced search functions replaced inefficient practices like endless forwarding and manual conversation tracking. This shift streamlined internal coordination and significantly improved communication flow between departments, ensuring seamless transitions from deal negotiation to execution.

“Inbox has been reliable and easy to use, helping us handle large volumes of emails without issues,” said Ahmad.

Teams saw clear improvements, spending less time searching for emails and coordinating tasks. Moving to a cloud-based system also reduced dependence on local IT infrastructure, ensuring consistent performance.

“The tagging and commenting features have made our internal communication more organized and efficient,” Ahmad added.

The conclusion

Inbox has become an essential solution for Johnasia, solving critical challenges associated with managing large-scale email communication and ensuring smooth operational workflows. By addressing issues of reliability, accessibility, and collaboration, the platform has enabled Johnasia to deliver higher levels of efficiency and service quality.

With Inbox, Johnasia has not only resolved its existing challenges but also set a strong foundation for future operational enhancements, ensuring it remains competitive and responsive in the dynamic maritime industry.

“Our experience with Inbox has been very positive. The platform provides a reliable, and collaborative solution that supports our operational needs and helps us stay ahead in a competitive industry.”

Ahmad Hassan

IT Manager at Johnasia Shipping (S) Pte. Ltd.



Take the next step

Inbox is a collaborative trade intelligence platform that bridges the communication gap, ensuring smoother collaboration among stakeholders, team members and customers.

Ready to gain more time in your day? Contact us today to optimise your email workflow and accelerate your deal closures.

**Work smarter, trade better, with a maritime inbox
built to deliver.**

I want to learn more

Join the 100,000+ companies that are improving operations using Kpler products. If you would like to see Inbox in action, **contact our sales team [here](#)**.

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