Logistics

CLIENT STORY

AI mailbox agent transforms logistics email operations

Story Snapshot

FirstPoint Logistics, a transportation and logistics organisation, needed to streamline high volume operational inbox handling without losing control over customer communication. Insight AI designed and delivered a governed AI mailbox agent MVP that reads, classifies, and drafts responses for inbound quote and booking emails, improving first pass handling and operator focus.

- **Operational focus:** AI assisted triage and draft replies inside the live shared mailbox.
- **Governed AI:** Human in the loop review with deterministic workflow controls and escalation.

Background

FirstPoint Logistics is a transportation and logistics organisation operating in the logistics and supply chain sector. The organisation manages a broad array of logistics services through a high volume operations environment where inbox handling directly affects customer responsiveness and service quality.

The Challenge

The organisation needed to reduce manual effort in handling a busy shared operations inbox while maintaining control over customer facing responses.

- **Manual email processing:** Operators spent excessive time reading, sorting, and interpreting inconsistent quote and booking emails.
- **Inconsistent workflows:** Unstructured inbox traffic made it difficult to apply consistent categorisation and response preparation.
- **Risk of uncontrolled automation:** The organisation needed AI assistance without introducing unmanaged, fully autonomous outbound actions.

Together, these challenges constrained responsiveness, increased operational load, and limited the organisation's ability to scale inbox handling efficiently.

> *An impressive two-week MVP that categorises enquiries, drafts clear responses, and escalates complex cases.*
>
> **– Ryan Lloyd, Head of Product**

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Solutions & Outcomes

- **Operational workflow design:** Insight AI defined required fields, workflow categories, escalation rules, and an operator review model, encoded as a business ontology so AI outputs aligned with real operational practices and preserved clear control boundaries for customer facing communication.
- **Hybrid AI architecture:** The solution combined Microsoft Graph for mailbox access, a business ontology platform for orchestration and governance, and LLMs hosted on sovereign private infrastructure for message understanding, paired with deterministic validation, routing, and mailbox updates for reliable, governed processing.
- **Mailbox embedded agent:** The live agent monitored the shared inbox, interpreted inbound quote and booking emails, extracted structured details, detected missing information, applied Outlook categories, and prepared reply all drafts for operator review.
- **Governed MVP delivery:** Insight AI intentionally scoped the MVP to exclude autonomous sending and downstream booking creation, focusing on a live, extensible foundation with telemetry, dashboard groundwork, and explicit no action routing for non operational traffic.

This approach delivered a practical, business aligned AI agent that addressed the core bottleneck of information gathering, improved inbox structure and visibility, and created a scalable base for future enhancements across wider mailbox coverage and quote to booking automation.

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> *A practical, scalable MVP that solves information-gathering bottlenecks while keeping humans in control.*
>
> **– Ryan Lloyd, Head of Product**

Why Insight?

Insight AI was selected because the organisation required senior AI engineering capability combined with strong Microsoft native integration skills and proven delivery discipline. Their team translated an agentic AI concept into a live, risk controlled operational MVP within a single sprint. Insight AI demonstrated deep understanding of logistics inbox workflows, balancing innovation with governance. Their approach delivered immediate operational value while establishing a scalable foundation for future AI assisted expansion across the organisation's quote and booking processes.

Results

1. Delivered a live AI mailbox agent MVP within a single two week sprint.
2. Enabled automated reading, categorisation, and draft response generation for inbound operational emails.
3. Improved first pass handling and consistency of categorisation, with model processing kept on sovereign, private infrastructure.