

Wisor Transforms Quoting Workflow for Fridenson Logistics

How Fridenson Streamlined Freight Pricing and Won Back Time

Customer Profile

Shay Eisler is the Customer Relations Manager at Fridenson Logistics, a leading freight forwarding and logistics company based in Israel. Operating within the Middle East, Fridenson serves a wide range of clients with complex shipping needs. This testimonial was provided on May 7, 2025, offering insights into how Wisor helped transform their quoting and pricing workflow.

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We had to work on two different systems in parallel just to build a quote. That consumed time and effort. It simply wasn't scalable.

— Shay Eisler, Customer Relations Manager

The Challenge

Used multiple disconnected systems to access carrier rates

Switched between platforms to prepare each quote

Manually verified costs and calculated margins

Faced slow response times and operational friction

The Solution: Wisor.AI

Fridenson Logistics implemented Wisor AI to unify all freight pricing and quoting workflows into a single platform. The transition allowed their team to:



Easily access and compare all carrier rates from a single, centralized platform.



Create and send quotes more quickly, speeding up the entire sales process.



Remove the need to repeat tasks in multiple tools by consolidating workflows.



Give the team real-time insight into pricing, margins, and quoting progress.

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Now everything is embedded in one system—it’s a completely different experience. The quoting process is faster and easier than ever.

— Shay Eisler, Customer Relations Manager

Key Results

Tangible Impact on Daily Operations



Faster Quoting

Wisor shortened quote prep time, reduced platform switching, and enabled faster customer responses.



Operational Efficiency

Automation gave the team more time each day to focus on important tasks and handle additional shipments.



Stronger Sales Enablement

Wisor boosts quote speed, builds trust with clear pricing, and supports smarter sales decisions.

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The big advantage is time. The speed of quoting improved so much, my team can now take on additional tasks during the day.

— Shay Eisler, Customer Relations Manager

Why Fridenson Recommends Wisor.AI

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Anyone who tries Wisor will understand its benefits immediately. It’s efficient, intuitive, and far better than what’s currently out there in the market.



Shay Eisler, Fridenson

Conclusion

Wisor helped Fridenson Logistics move from manual, fragmented quoting processes to seamless, integrated quoting and booking. The result: faster deals, greater productivity, and a more competitive edge in the freight forwarding market.

Opportunities for Growth

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Wisor should evolve toward full supply chain visibility—from door to door—including ocean, air, and value-added logistics. That’s where the real next-level value lies.