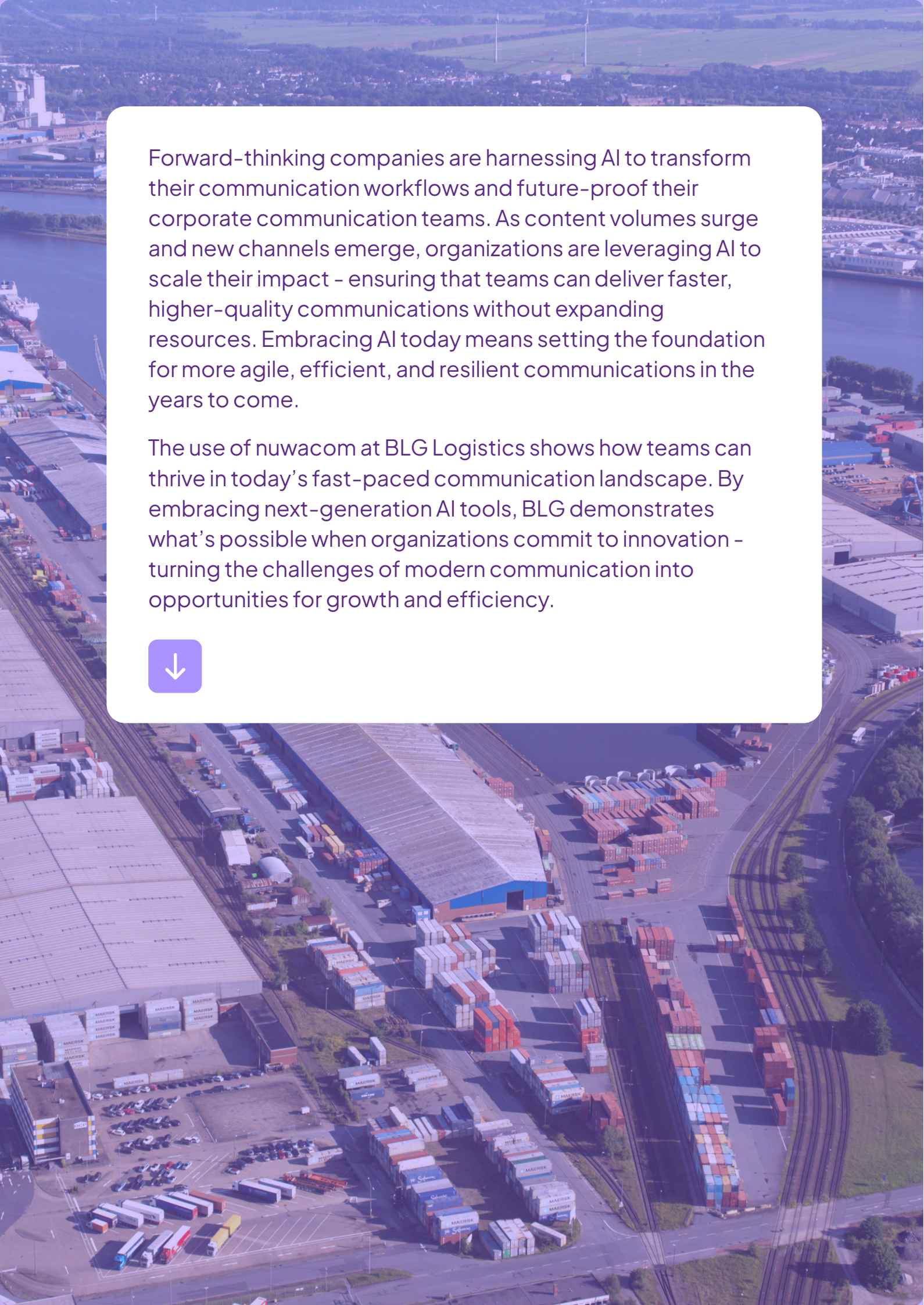


Supporting Corporate Communication Teams With AI

Using the practical case of  **BLG**
LOGISTICS



Forward-thinking companies are harnessing AI to transform their communication workflows and future-proof their corporate communication teams. As content volumes surge and new channels emerge, organizations are leveraging AI to scale their impact - ensuring that teams can deliver faster, higher-quality communications without expanding resources. Embracing AI today means setting the foundation for more agile, efficient, and resilient communications in the years to come.

The use of nuwacom at BLG Logistics shows how teams can thrive in today's fast-paced communication landscape. By embracing next-generation AI tools, BLG demonstrates what's possible when organizations commit to innovation - turning the challenges of modern communication into opportunities for growth and efficiency.





Let's face it – before AI steps in, most teams are stuck in the same grind: press releases, blog posts, or social content takes way too much time, and tracking down the right info is a hassle. That kind of setup slows everything down, leads to mistakes, and drains valuable energy. AI changes the game. By automating routine tasks and simplifying team workflows, you get faster turnaround, fewer headaches, and way more consistency – inside and out. It's how you keep your messaging sharp and aligned with your bigger business goals.

The Biggest Challenges in Corporate Communications

Hours spent on content creation

Press releases, blog articles, and social media content are still often created manually. An effort that takes up significant time and often slows down the entire process. This involves searching through numerous documents and reports, chasing for information, and compiling relevant content.



Corporate language? An eternal struggle

Consistent language, clear messaging, and a unified tone of voice all sound ideal – but putting them into practice is a real challenge. Every sentence needs to be reviewed to ensure it aligns with the company's brand language. It's a time-consuming process, and one that leaves plenty of room for error.



Inconsistencies that cost trust

When content is compiled from different sources, errors quickly creep in. Inconsistent statements undermine credibility and appear unprofessional.





Focus on important tasks

Manual, repetitive tasks drag teams down. The result: less motivation, less satisfaction - and less time for the really important, strategic issues.



A tailored AI platform can provide real relief here. Content creation, whether blog articles, newsletters, social media posts, or internal texts becomes up to 40% faster. Adherence to corporate language and communication guidelines reaches 100% thanks to AI. The quality of the content improves, which directly results in greater reach (+20%) and more engagement (+15%) on social media. Briefings and research are prepared in only half the time.

Overall, teams save around **40% of their working hours** through automated processes, allowing them to focus on strategic and creative tasks.

The path to cross-departmental AI adoption starts with employee training, integration into existing systems, and continuous development. User feedback is at the center of this process.

BLG LOGISTICS recognized the need to optimize internal workflows with modern AI solutions - without making any compromises on data protection.

40 %

faster content
creation

Up to 100 %

Brand-compliant
content

Up to 20 %

more reach and
engagement

Up to 40 %

freed working hours



Solving challenges for Corporate Communication teams



BLG LOGISTICS, a leading port and logistics service provider, needed to increase the efficiency of its communication and documentation processes. With growing demands for data protection and the integration of innovative technologies, BLG LOGISTICS chose to implement nuwacom's generative AI platform.

For companies like BLG LOGISTICS, it is important that the AI solution is seamlessly integrated into existing structures while also meeting high data protection requirements. A market analysis led to the decision to choose a hosting solution in Germany in order to fulfill these data security requirements.



The Implementation of nuwacom

BLG Logistics chose nuwacom, an AI SaaS platform purpose-built for AI-powered communication. The solution supports multiple large language models (LLMs) and was fully customized to BLG's specific requirements. The implementation process included hands-on workshops and employee training - ensuring optimal use while fully complying with data protection regulations.

The test pilot comprised 50 participants, including strategic users, users and project management/IT. Four use cases were tested: Communication, Guidelines, Decision Templates and Documents.

Results and Achievements

BLG LOGISTICS was able to achieve significant improvements in various areas. In the areas of marketing and communication, the platform made it much easier to create press releases and social media posts.



Major time savings were achieved in particular when summarizing documents and creating different searches.



Thanks to process automation, faster workflows and reliable compliance with corporate language, content quality has also been noticeably improved.





Without compromising on data protection, quality and corporate language, BLG profits from optimized communication processes.



Curious for more?

Start your free demo and see how AI can transform the way your team works.

[Book a demo](#)

AI agents you can trust - on a platform you can control.



Assistant

A safe AI assistant for your daily work.



Agents

Create your own AI agents and workflows - without any programming knowledge.



Search

Find your company data faster.



Collaboration

Plan, create and organize brand-compliant content.



