



Enhancing Shipment Documentation and Tracking Efficiency in Logistics Operations at Nova Global Logistics Pvt Ltd

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ABSTRACT

Logistics and supply chain management play a critical role in ensuring the smooth movement of goods across locations, and efficient shipment documentation and tracking systems are essential for maintaining transparency, accuracy, and timely delivery. This study examines the shipment documentation and tracking processes at Nova Global Logistics Pvt Ltd, Vellore, with a focus on identifying the challenges associated with manual documentation, delays in tracking updates, and operational inefficiencies in invoice and airway bill (AWB) generation.

The study adopts a descriptive research design, with primary data collected through a structured questionnaire administered to 100 employees involved in logistics operations, supplemented by secondary data from company records and logistics literature. The findings show that 57% of AWB generation still relies on manual methods, 54% of respondents report inadequate verification before final AWB submission, and data entry errors (30%) are the leading cause of documentation inaccuracies. Overall documentation efficiency is rated only 'Fair' by 34% of respondents, and 32% strongly agree that manual handling increases the likelihood of error.

The study recommends implementing digital documentation systems, standardising invoice and AWB formats, strengthening verification protocols, and investing in employee training to reduce errors and improve coordination

with courier partners such as UPS, DHL, Blue Dart, DTDC, and Aramex. These measures are expected to enhance operational efficiency, reduce documentation errors, and improve customer satisfaction.

Keywords: *Shipment Documentation; Invoice Generation; Airway Bill; Logistics Operations; Tracking Efficiency; Manual Process Automation; Documentation Errors; Supply Chain Management; Courier Services; Operational Efficiency; Employee Training; System Integration; Data Entry Errors.*

1. Introduction

The logistics industry plays an essential role in global trade by facilitating the movement of goods from manufacturers to customers. Efficient logistics operations ensure that products are delivered on time while maintaining accuracy in shipment documentation and tracking processes. Shipment documentation includes activities such as invoice generation, airway bill (AWB) preparation, and shipment records management; proper documentation helps avoid delays, errors, and miscommunication across the logistics chain.

In modern logistics systems, shipment tracking has become a critical element for ensuring transparency and operational efficiency. Accurate tracking information helps organisations identify delays, manage delivery schedules, and improve customer satisfaction. As logistics operations continue to grow in volume and complexity, companies must adopt efficient documentation and tracking systems to sustain service quality.



The Indian logistics industry is expanding rapidly due to increasing industrialisation, infrastructure development, and growth in e-commerce activity, supported by government initiatives aimed at improving transportation infrastructure and supply chain connectivity. Courier and logistics service providers play an important role in this ecosystem, with companies such as Nova Global Logistics Pvt Ltd collaborating with multiple courier partners — including UPS, DHL, Blue Dart, DTDC, and Aramex — to extend their network and offer reliable domestic and international shipping services. As these operations grow in complexity, organisations must focus on improving shipment documentation and tracking systems to maintain operational efficiency and enhance customer satisfaction.

2. Problem Statement

Efficient shipment documentation and tracking are essential for ensuring smooth logistics operations and the timely delivery of goods. At Nova Global Logistics Pvt Ltd, the shipment process involves several critical activities, including invoice generation, AWB preparation, shipment tracking, and updating delivery status within the company system. These processes require accurate data entry and continuous coordination with courier partners; any errors or delays in documentation or tracking updates can lead to operational inefficiencies, shipment delays, and difficulties in monitoring shipment status.

Preliminary data indicates that a significant proportion of employees encounter frequent documentation errors: 26% report that invoice errors occur very often, and 30% report that AWB errors occur often. Data entry errors are the most common issue (30%), followed by incorrect shipment details and system errors (25% each). Furthermore, 57% of respondents still rely on manual AWB generation, and 54% confirm that proper verification is not carried out before final AWB submission — indicating a significant operational gap. The current invoice generation system is rated only 'Fair' by 32% of respondents, and overall documentation efficiency is rated 'Fair' by 34%, suggesting that while existing systems are functional, there is considerable room for improvement.

Despite the availability of shipment data and existing operating procedures, there is a lack of structured systems and automation to minimise these errors. The absence of a fully integrated digital logistics platform leads to fragmented data management, increased manual workload, and delays in information flow across departments. This study therefore examines the existing shipment documentation and tracking processes at Nova Global Logistics Pvt Ltd, identifies the operational gaps, and recommends technology-driven strategies to improve accuracy, efficiency, and overall service quality.

3. Research Objectives and Questions

Primary Objective

- To analyse and improve shipment documentation and tracking efficiency in logistics operations at Nova Global Logistics Pvt Ltd.

Secondary Objectives

- To examine the existing shipment documentation process, including invoice and airway bill (AWB) generation.
- To assess the efficiency of shipment tracking systems used in logistics operations.
- To identify common errors and challenges in invoice and AWB generation.
- To evaluate the impact of manual processes on documentation accuracy.
- To suggest improvements such as automation, system integration, and training to enhance overall logistics efficiency.



4. Review of Literature

Christopher (2016) established that logistics management plays a vital role in coordinating the movement of goods and information within the supply chain, emphasising that proper shipment documentation and tracking systems help organisations maintain transparency and reduce operational delays. Bowersox, Closs and Cooper (2013) similarly highlighted that accurate shipment documentation is critical to effective logistics operations, noting that documentation errors can lead to shipment delays, increased transportation costs, and reduced customer satisfaction, and recommending digital logistics systems to improve accuracy.

Gunasekaran and Ngai (2004) examined the role of information technology in logistics and supply chain management, finding that automated tracking systems and digital documentation platforms help organisations monitor shipments in real time and reduce manual errors. Rushton, Croucher and Baker (2014) emphasised that transportation management and shipment tracking are key elements of logistics operations, with real-time tracking systems enabling companies to monitor movement, manage delays, and provide accurate delivery information. Chopra and Meindl (2016) explained that supply chain efficiency depends on the effective flow of information between logistics partners, and that documentation and tracking systems ensure proper coordination and reduce uncertainty.

Waters (2009) found that real-time tracking enhances delivery accuracy and customer trust, while efficient documentation processes help organisations monitor shipment status effectively. Sople (2012) noted that logistics documentation ensures accountability and transparency, and that documentation errors can lead to shipment delays and financial losses, recommending standardised procedures and automation. Grant, Lambert, Stock and Ellram (2006) highlighted that accurate documentation and tracking systems are essential for operational control, reducing delivery delays and enhancing customer satisfaction.

Hugos (2018) emphasised that supply chain visibility is critical to logistics success, with advanced tracking systems enabling real-time shipment monitoring and accurate documentation supporting coordination among partners. Simchi-Levi, Kaminsky and Simchi-Levi (2008) showed that efficient documentation and tracking systems reduce operational risk and improve delivery reliability, concluding that organisations adopting digital logistics technologies achieve better supply chain coordination. Collectively, this literature underscores that documentation accuracy and real-time visibility are interdependent drivers of logistics performance, and that technology adoption — rather than manual effort alone — is the most consistent lever for improvement, which frames the analytical approach adopted in this study.

5. Research Methodology

The study adopts a descriptive research design to analyse shipment documentation and tracking efficiency in logistics operations at Nova Global Logistics Pvt Ltd, focusing on understanding existing operational processes and identifying factors that influence shipment management efficiency.

Primary data was collected through a structured questionnaire distributed to employees involved in logistics operations — including those responsible for invoice generation, AWB preparation, shipment tracking, and status updates. Secondary data was drawn from company records, logistics management literature, research journals, and online resources. The sample consists of 100 respondents, selected using purposive sampling. Collected data was analysed using percentage analysis and graphical representation to interpret employee responses regarding documentation and tracking efficiency.



6. Results and Discussion

The analysis of survey responses from 100 employees at Nova Global Logistics Pvt Ltd indicates that operational performance is influenced by the extent of manual handling, the consistency of verification procedures, and the level of system integration across documentation processes. Invoice generation and AWB preparation both show a meaningful proportion of recurring errors, with AWB processes displaying a substantially heavier reliance on manual methods.

Table 1: Frequency of Documentation Errors — Invoice vs. AWB (N = 100)

Error Frequency	Invoice (Resp.)	Invoice %	AWB (Resp.)	AWB %
Very Often	26	26%	18	18%
Often	24	24%	30	30%
Sometimes	28	28%	26	26%
Rarely	15	15%	17	17%
Never	7	7%	9	9%
Total	100	100%	100	100%

Table 1 shows that documentation errors are a recurring concern for both processes: half of all respondents (50%) report invoice errors occurring 'very often' or 'often', while AWB processes show an even higher concentration of frequent errors, with 48% reporting 'very often' or 'often' and a further 26% reporting 'sometimes'. Only a small minority of employees (7–9%) report never encountering errors in either process, indicating that documentation accuracy is a company-wide issue rather than one confined to a few individuals or shipments.

Table 2: Root Causes of Documentation Errors (N = 100)

Cause of Error	Frequency	Percentage
Data entry errors	30	30%
Incorrect shipment details	25	25%
System errors	25	25%
Missing information / other	20	20%
Total	100	100%

Data entry errors are identified as the single largest cause of documentation inaccuracy (30%), closely followed by incorrect shipment details and system errors (25% each), with missing or incomplete information accounting for the remainder (20%). Together, human-input errors (data entry and incorrect details) account for 55% of all documented issues, reinforcing the case for automated data-capture tools and standardised entry formats that reduce dependence on manual keying.

Table 3: Documentation Process Method — Invoice vs. AWB Generation (N = 100)

Process Method	Invoice %	AWB %
Manual	24%	57%
Semi-Automated	52%	31%
Fully Automated	24%	12%

Table 3 highlights an important asymmetry between the two documentation processes. Invoice generation is predominantly semi-automated (52%), with manual and fully automated methods evenly split at 24% each. AWB generation, by contrast, remains heavily manual (57%), with only 12% fully automated. Given that AWB processes



also show the highest error frequency in Table 1, this points to a direct relationship between the degree of manual handling and error incidence, and identifies AWB generation as the priority area for digitisation.

Table 4: Verification Practice and Efficiency Ratings (N = 100)

Metric	Response	Percentage
Verification carried out before final AWB submission	Yes	46%
	No	54%
Invoice generation system rating	Fair	32%
	Good / Excellent	34%
	Poor / Very Poor	34%
Overall documentation efficiency rating	Fair	34%
	Good / Excellent	34%
	Poor / Very Poor	32%
Agreement: manual handling increases inaccuracies	Strongly Agree	32%
	Agree	30%
	Neutral / Disagree	38%

More than half of respondents (54%) confirm that shipments are not properly verified before final AWB submission — a control gap that helps explain the high error frequency observed in Table 1. Ratings of both the invoice system and overall documentation efficiency cluster around 'Fair' (32% and 34% respectively), with roughly a third of respondents rating each as 'Poor' or 'Very Poor', indicating that current systems are functional but clearly under-performing expectations. Consistent with this, 62% of respondents either agree or strongly agree that manual handling increases the likelihood of inaccuracies, providing direct employee-level validation of the case for automation.

Further analysis suggests that the Customer Support and Operations departments are more directly affected by these inefficiencies, as they handle the highest volume of shipment queries and status updates and are therefore most exposed to the downstream effects of upstream documentation errors. Overall, the findings emphasise that improving documentation processes through automation, standardised invoice and AWB formats, mandatory pre-submission verification, and targeted employee training are essential to improving shipment documentation and tracking efficiency at Nova Global Logistics Pvt Ltd.

7. Conclusion

This study on improving shipment documentation and tracking efficiency in logistics operations at Nova Global Logistics Pvt Ltd provides a comprehensive understanding of the current challenges and opportunities in invoice generation and airway bill preparation. The findings reveal that a significant proportion of employees encounter frequent documentation errors, driven primarily by heavy reliance on manual processes, inconsistent verification practices, and insufficient standardisation, rather than by employee capability alone.

The analysis confirms that semi-automated and manual systems remain predominant across documentation processes — particularly AWB generation — leading to data entry errors, incorrect shipment details, and missing information that collectively affect logistics performance. The absence of consistent pre-submission verification and adequate employee training further compounds these recurring errors. Overall, the study highlights the need for Nova Global



Logistics Pvt Ltd to adopt technology-driven solutions, standardise documentation procedures, strengthen verification protocols, and invest in employee training in order to reduce errors, improve tracking efficiency, and ensure the timely and accurate delivery of shipments — thereby enhancing customer satisfaction and strengthening overall logistics performance.

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