



Chelsea Logistics Upgrades Customer Contact Center with iCXeed powered by Amazon Connect

Manila, Philippines (December 2025) – Chelsea Logistics is proud to announce its pioneering move as the first company in the Philippines to go live on both voice and messaging with Amazon Connect, an advanced omnichannel cloud contact center from Amazon Web Services (AWS). This milestone, achieved in partnership with local innovation experts iCXeed, marks a significant leap forward on how Chelsea Logistics supports and interacts with its customers.

By leveraging AWS's newly-launched local carrier integration, Chelsea Logistics now offers a seamless and unified support experience across voice, chat, social media, and email. This transition ensures that whether Chelsea customers book a trip or track a cargo, they receive consistent, high-quality service on their preferred platform.

Smarter Support through Generative AI

Chelsea Logistics is utilizing Amazon Connect's built-in Generative AI and bot capabilities to provide 24/7 self-service. Customers can now get instant, conversational answers to common queries such as (1) real-time sailing schedules, (2) booking status updates, and (3) live cargo tracking. Amazon Connect can also resolve complex issues automatically, significantly reducing wait times.

Beyond customer-facing benefits, the new platform provides Chelsea Logistics' customer service department a smarter way to work. By using AI to detect customer feelings and summarize chats instantly, the support team can see exactly where help is needed, improving their support in real-time.

Chelsea Logistics President & CEO Chryss Alfonsus V. Damuy remarked: "This transition underscores our commitment to digital innovation. By extending our cloud strategy with AWS, we are not just moving to the cloud but we are ensuring our customers experience a more resilient, secure, and responsive service that aligns with the fast-paced nature of the shipping and logistics industry."

Local Partnership, Global Technology

The implementation was spearheaded by iCXeed, a Philippine-based business process innovation company. iCXeed's expertise in AWS technology ensures that the contact center flows were tailored specifically to the unique needs of Filipino travelers.

iCXeed Co-Founder & CEO Arthur Nowak said: "We are proud of this strategic partnership, which enables Chelsea Logistics to be the first in the Philippines to transform support with Amazon Connect in the voice channel as well as digital messaging channels. Together, we are leveraging analytics, AI, and automation to define a new benchmark for cognitive customer experience."

Chelsea customers can reach the contact center by calling its hotline at (02) 7709-0289 or by sending an email to starlite@chelseacustomer.ph.

ABOUT THE COMPANY

Chelsea Logistics and Infrastructure Holdings Corp. is the publicly listed shipping and logistics arm of the Udenna Corporation. It is a corporation organized and registered with the Philippine Securities and Exchange Commission (SEC) on 26 August 2016 primarily to act as a holding company. Through its wholly owned subsidiaries, Chelsea Logistics is engaged in the shipping transport and logistics business with key segments divided into: (i) Charter, (ii) Passage, (iii) Freight, (iv) Tugboat services, and (v) Logistics services. To learn more about the Chelsea Group, visit <https://www.chelsealogistics.ph/>