INTERMODAL - Understanding Buyer and Seller Roles in Qargo

Qargo links Buyer/Seller (commercial) with Consignor/Consignee (logistics) for safe, compliant shipments; uses master data, prefill, archiving, and permissions to streamline data entry and ensure EORI compliance.

Updated 28 January 2026

Introduction

At Qargo, we support both commercial and logistics data in our customs and shipping workflows. This article explains how the system handles the Buyer and Seller roles, and how they relate to the Consignor and Consignee roles you may see during transport and import declarations.

Terminology

Term	Definition
Consignor	The party of the shipment that is responsible for sending the goods. Typically linked to the Seller for transport and safety declarations, but the role focuses on logistics movement.
Consignee	The party receiving the goods at the destination. Typically linked to the Buyer for transport and safety declarations, but the role focuses on logistics movement.
Seller	The party involved in the underlying commercial sale of the goods. Required data for import declarations as the transaction value depends on this party.
Buyer	The party purchasing the goods in the underlying commercial sale. Required data for import declarations as the transaction value depends on this party.
ENS/ICS2	European Union safety and customs declarations for goods in transit; used to assess risk and ensure security during transport. Requires Consignor and Consignee data.
EORI	Economic Operators Registration and Identification number; used to identify parties in customs processes and ensure compliance.
Master Data	A single source of truth for key business entities (e.g., customers, Buyer/Seller records) used across shipments and declarations.
Prefill	The process of automatically populating Buyer/Seller data into a shipment record to streamline data entry.
Archiving	The process of marking records as inactive or historical, affecting how they appear for prefill and selection in future shipments.
On-the-fly data entry	Entering Buyer/Seller information during a workflow when a suitable record does not exist in master data.
Permissions	Access controls governing who can view, modify, or link Buyer/Seller data and related records.

Key Roles and When They Matter

- **Logistics roles (Consignor and Consignee):** These are the parties involved in the physical movement of goods. They are required data fields for transport and safety processes (such as ENS/ICS2).
- **Commercial roles (Seller and Buyer):** These are the parties involved in the underlying commercial sale of the goods. They are required data fields for import declarations because the transaction value depends on the relationship between Seller and Buyer.

📚 In many simple transactions, the Consignor may be the Seller and the Consignee may be the Buyer.

How Qargo Uses Buyer and Seller Data

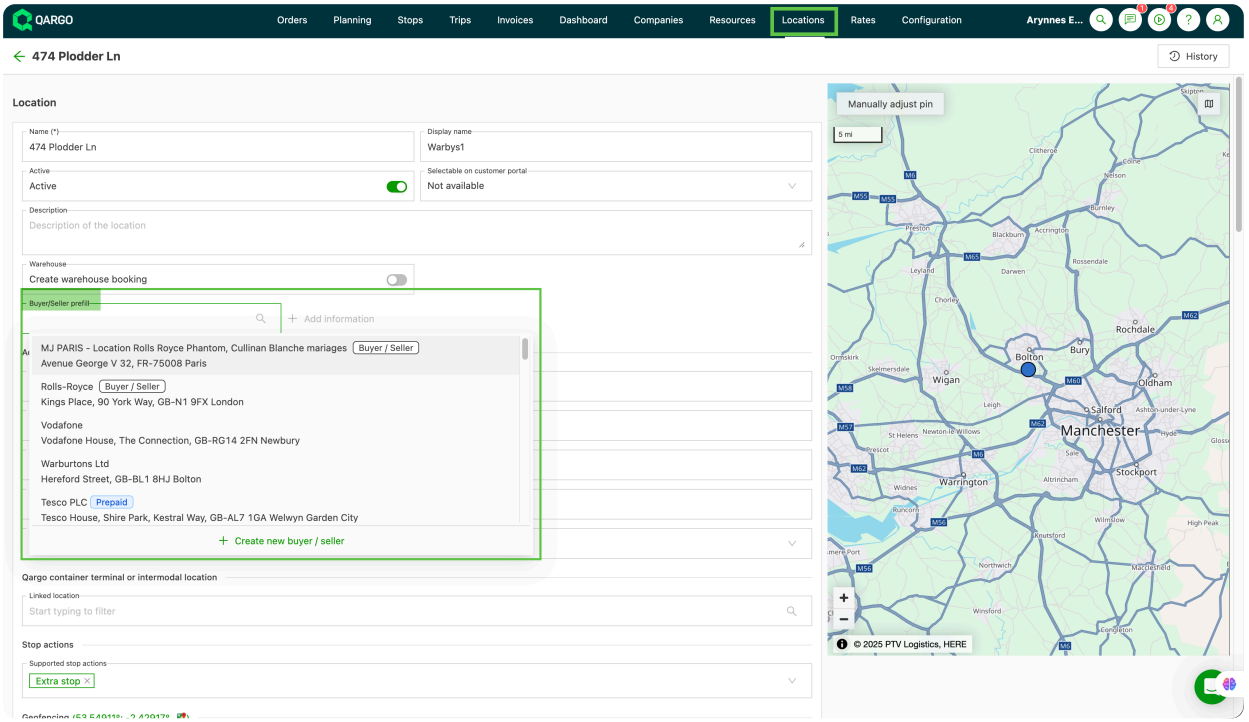
- **Import declarations:**
  - **Seller** and **Buyer** data are mandatory because the declared value of goods depends on the commercial transaction between these parties.

Data and Master Records

- Qargo introduces fields to link consignments to **Buyer** and **Seller**. This helps you:
  - Prefill buyer/seller information when possible
  - Maintain a single source of truth for master data
  - Ensure EORI compliance where required
- We recognise that not every transaction will have all Buyer/Seller details available upfront. In such cases, you can:
  - Use existing customer records (when available) as Buyer/Seller
  - Add Buyer/Seller information via EOIR number on-the-fly if needed, while understanding security and data integrity considerations

Prefill, Archiving, and Permissions

- **Prefill logic:** When possible, Qargo will prefill Buyer/Seller information to streamline order data entry. This also includes when using the scanning feature, suggestions are offered to complete the form.
- If the information is archived or restricted, the system will hide or disable prefill to avoid displaying outdated data.
  - Prefills are available in **Order default options** on:
    - Transport service
    - Company profile
    - Location (**NOTE**: buyer/seller field is outside the order entry defaults)



- **Archiving behaviour:** Archived Buyer/Seller data is not automatically selected or shown in prefill. You can re-activate or re-link records as needed with proper permissions.
- **Permissions:** Access to Buyer/Seller data and the ability to modify or link records is controlled to protect data integrity and comply with governance requirements.

User Experience

- Users will see:
  - Tags or indicators showing the Buyer and Seller associated with a consignment
  - Options to select an existing customer as Buyer or Seller
  - Prompts to enter new Buyer/Seller data if no suitable record exists
- The goal is to surface necessary Buyer/Seller information without duplicating data or complicating workflows for archiving and master data management.

Practical Guidelines for Users

- Always provide roles when the data is available:
  - Seller / Buyer for commercial transactions
- If the transaction involves multiple parties, ensure the correct Buyer and Seller are linked to the appropriate consignments.
- Use existing customer records where possible to minimise duplicates and improve data quality.
- If you need to add or update Buyer/Seller information, follow the guided prompts in Qargo with appropriate permissions.

How to use Buyer / Seller roles

> 🧰 **Buyer / Seller functionality requires activation.**
> Contact your account manager or Qargo support for help activating this feature.

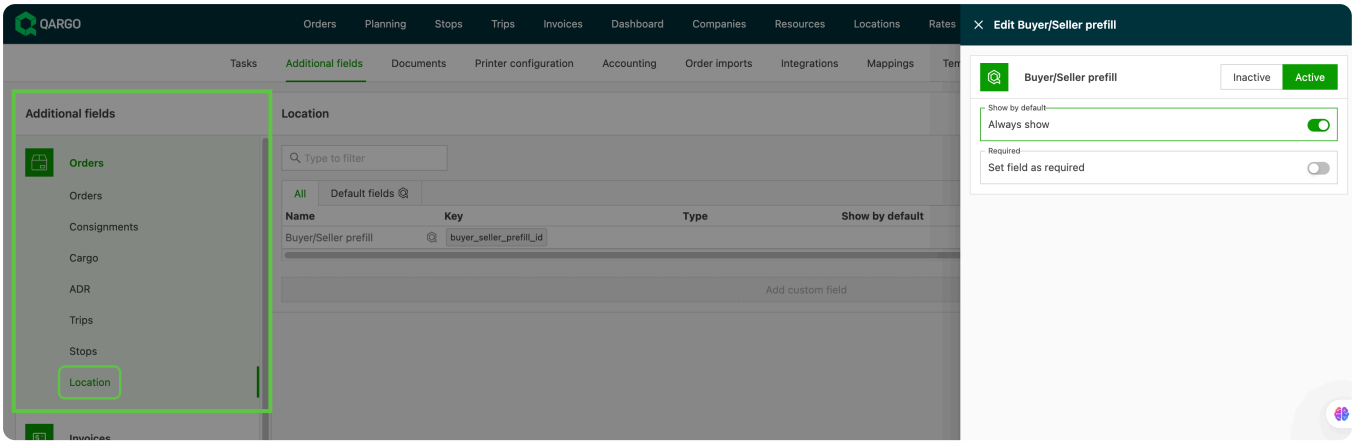
Configuration

1. Activate fields
To use the buyer / seller fields in an order, make sure the fields are enabled.

- Navigate to **CONFIGURATION > *Additional Fields***
- From the **ORDERS** side menu, select *'Consignments'*
- Click into the 3 options and set to **ACTIVE**
  - Buyer
  - Seller
  - Seller EORI number

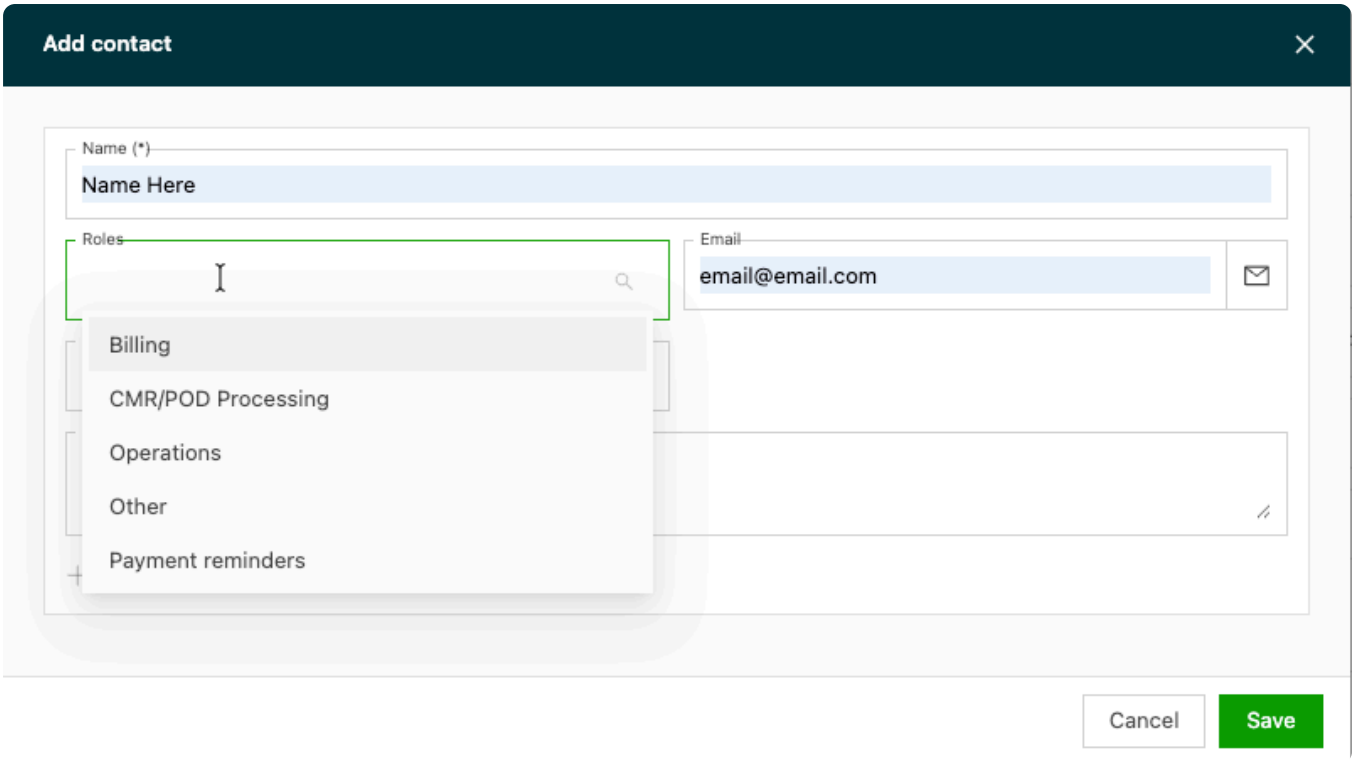


- From **ORDERS** side menu, select ***'Location'***
    - Click into the Buyer/Seller prefill option and set Active
    - Click SAVE.

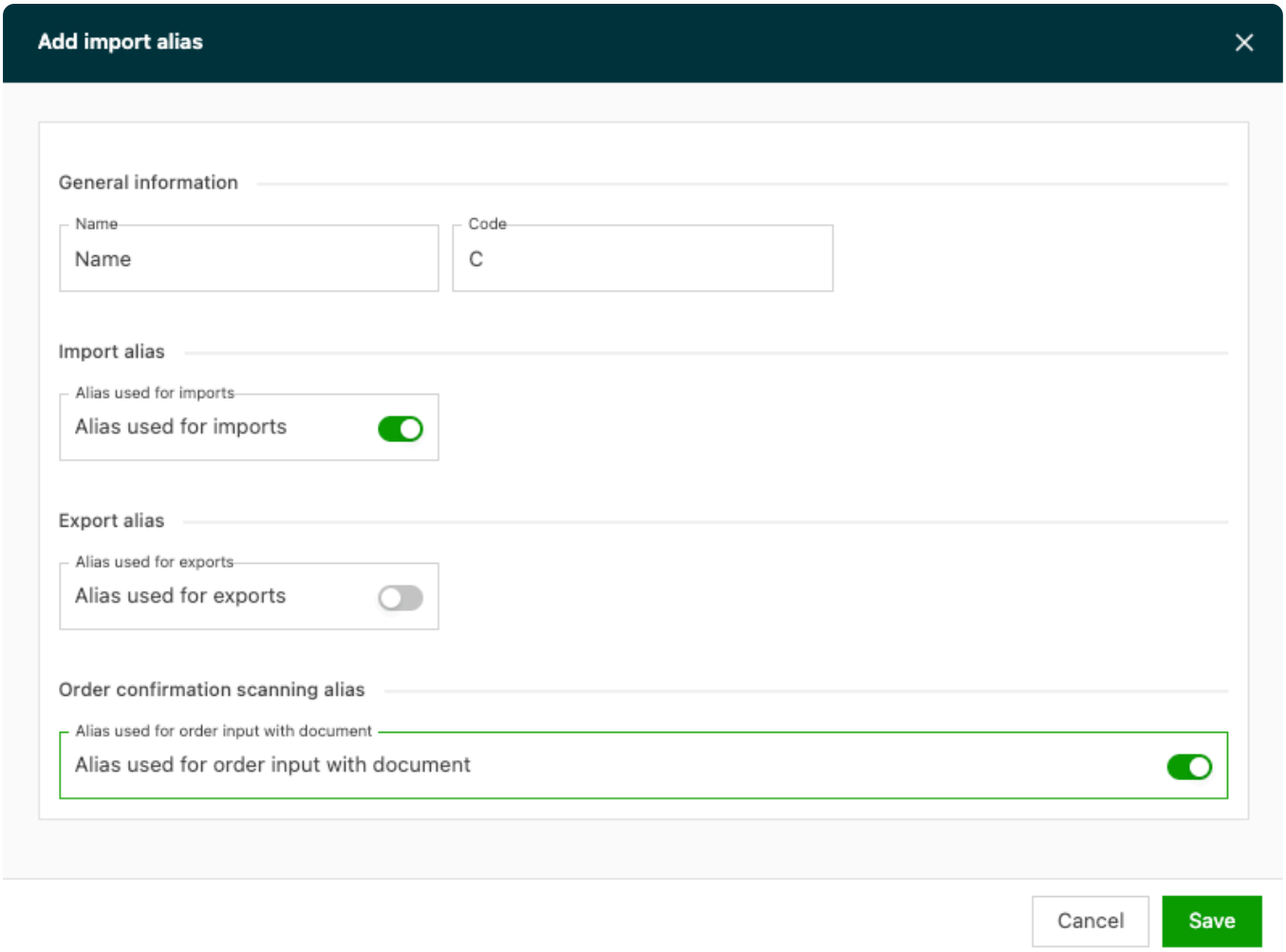


2. Buyer/Seller Masterdata

- Add details to dedicated database to be used in order creation and data export
- ***General Info:***
    - Include all critical company details, mandatory fields include:
        - Name - Name the company is identified by
        - Name on invoice - Legal billing entity that invoices will be addressed to or included in customs details
        - These are the **billing locations of the buyer/seller companies**.
- ***Contacts:***
    - Add **contact name, email and role as a minimum** to enable using contact details for **contact tasks**, ie: email notifications.

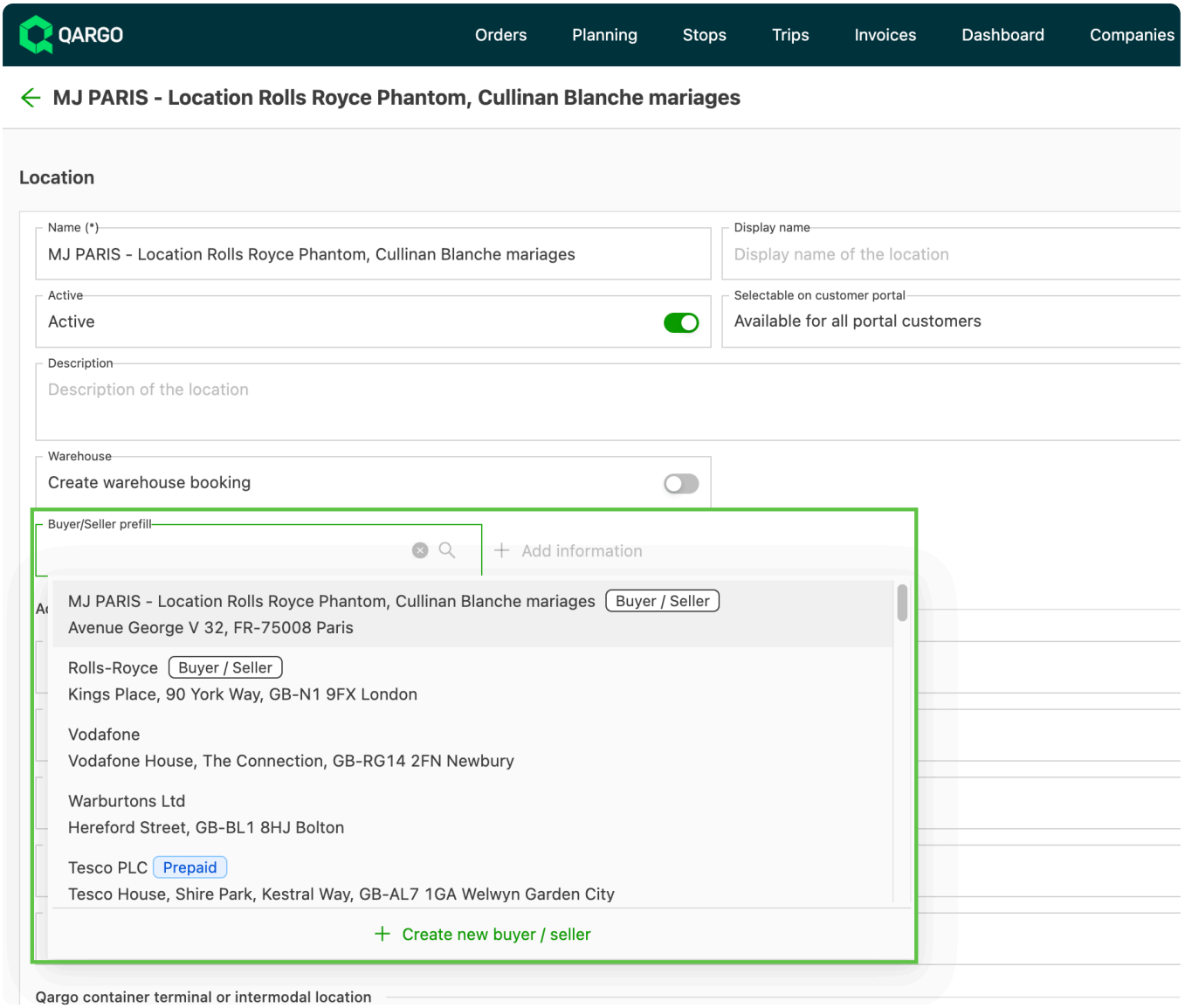


- ***Import/export aliases:***
- Aliases are alternate identifiers (names, codes) for a party or data entity to ensure correct matching across systems when primary identifiers aren't a perfect match.
- Benefits:
  - Improves data matching and reduces duplicates
  - Maintains regulatory alignment (e.g., EORI) when names vary
  - Enables consistent data routing and governance across ERP, carriers, and customs portals
  - Matching logic checks primary names first, then aliases
  - UI can display primary name and aliases to reduce confusion
- Create specific alias for import or export data purposes
- Use toggle to enable scanning alias for order confirmations
  - When enabled, this will take into account the alias when scanning confirmation documents for order imports.



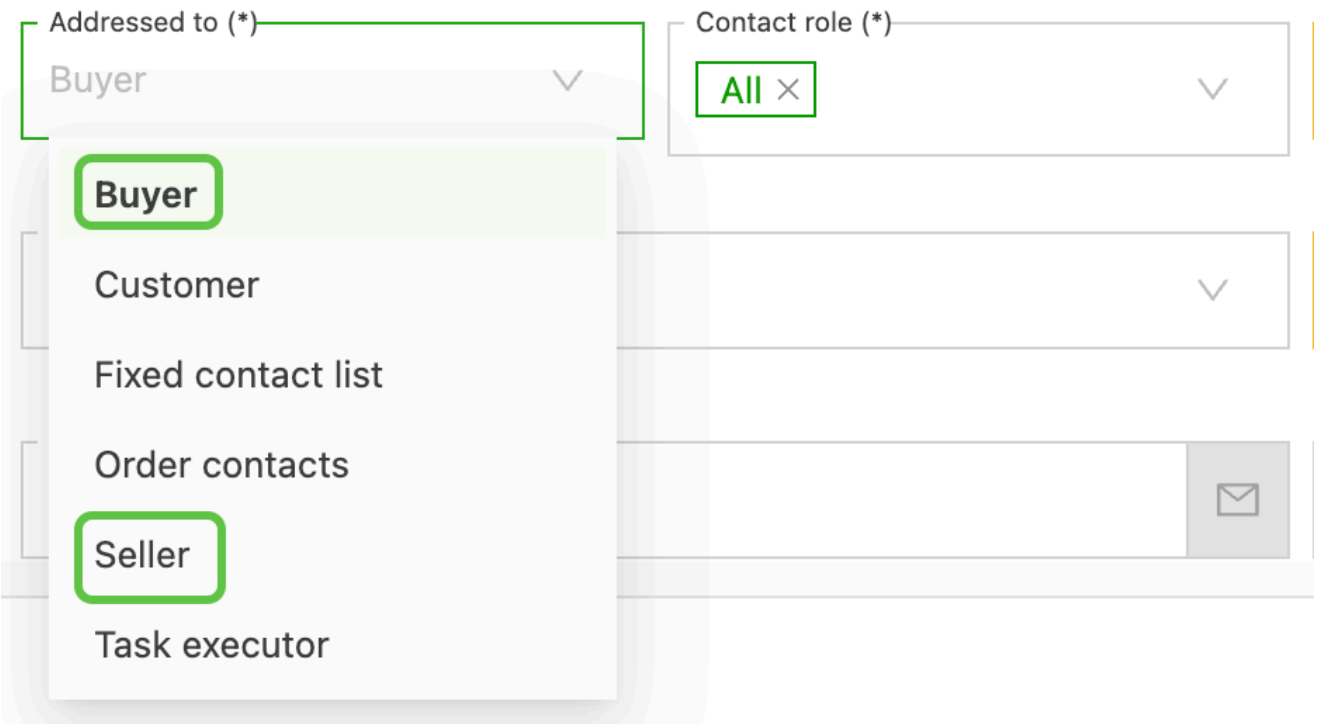
3. Locations

- Add a Buyer/Seller field where a different location can be selected.
- This is the **buyer/seller company entry**, linked and used as a prefill for order entry.



4. Create contact tasks

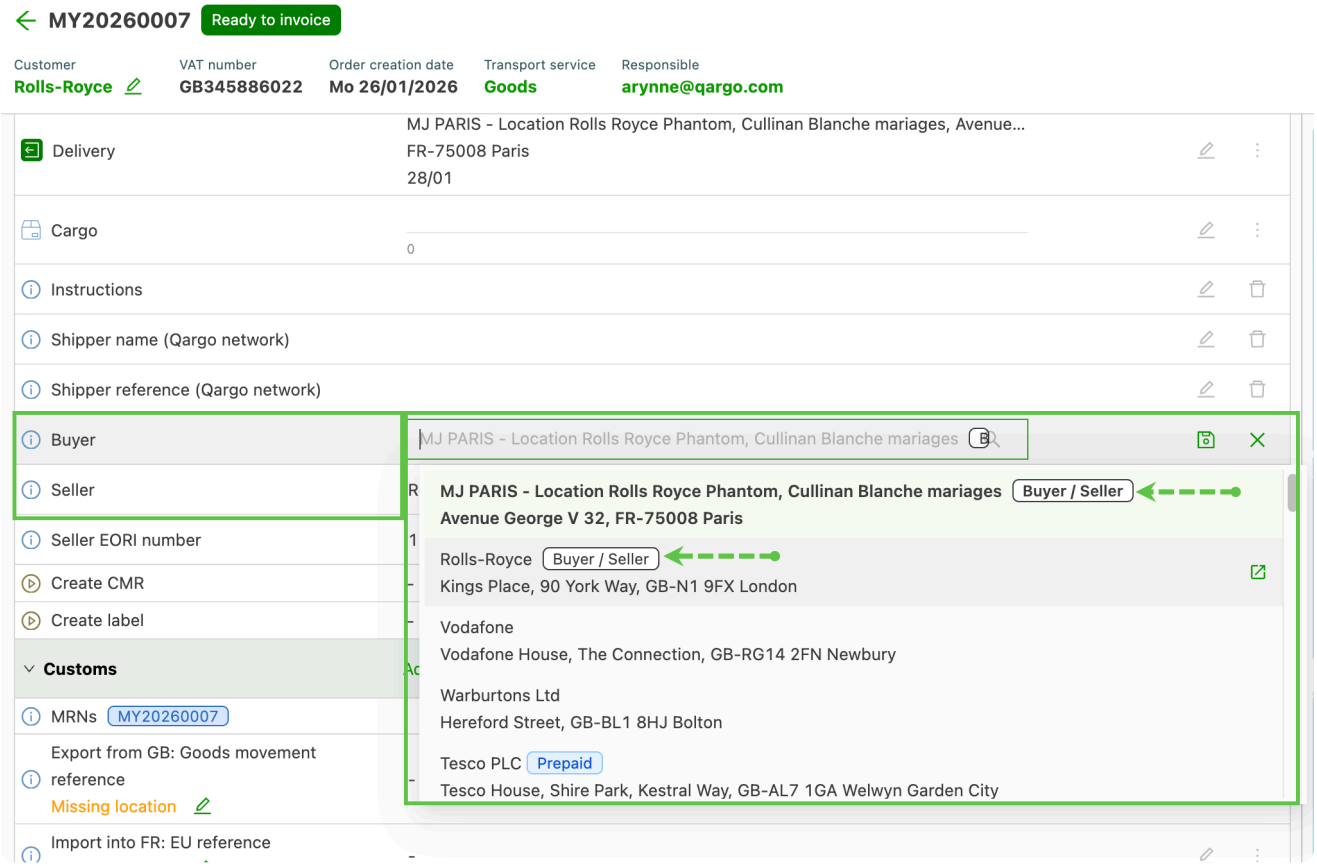
- Select the *'Addressed to'* party here. We allow for the buyer/seller to be addressed if it's present on the consignment.



📚 Contact tasks for buyer/seller are created at the **consignment level**.

Include roles in an order

- Once fields are active Buyer / Seller companies can be selected in the consignment details
- Where the company is included in the Buyer/Seller database, a label will show on the company record



- Use inline editing to update the company details if required.



📚 Buyer, Seller and Seller EORI number can be added as columns, with filters to the Order List view. Use the Customise button to toggle these options on.

Export data

- Buyer and seller data can be added to Order Export reports
- Where buyer/seller is activated, but **nothing is configured on the consignment**, fallback for data exports (PDF and BigQuery):
  - Seller = pickup location
  - Buyer = delivery location

‼️ **Super admin users only are able to modify export templates.**



Troubleshooting

What happens if a user archives a buyer/seller profile that is in use?
Archived Buyer/Seller data is not automatically selected or shown in prefill. You can re-activate or re-link records as needed with proper permissions.

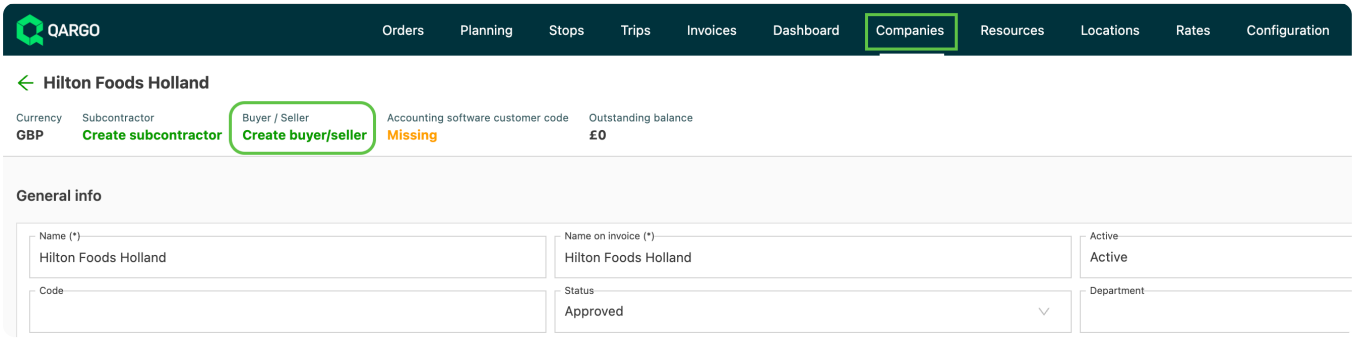
Why is the prefill not working?

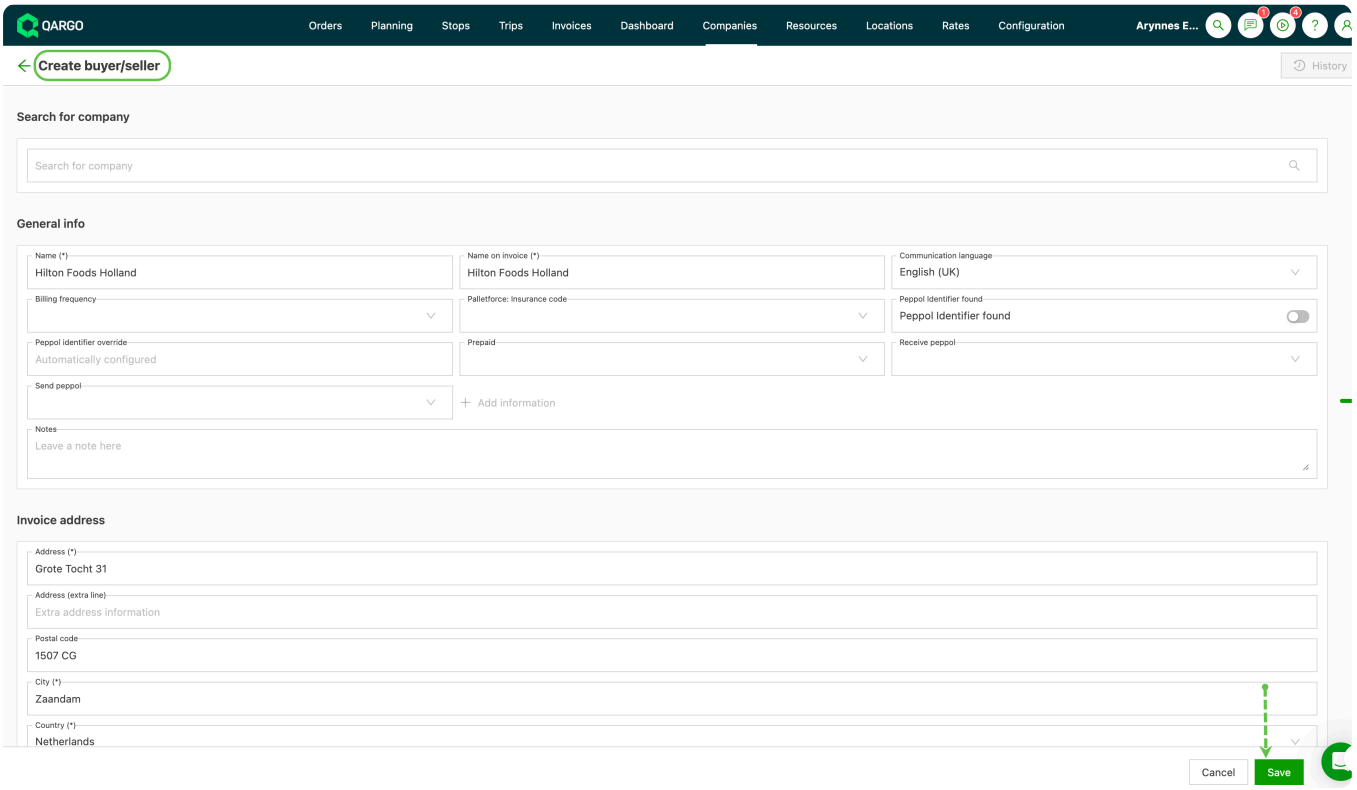
1. Check if the company is active / inactive - Inactive (archived) companies will not support prefill order defaults.
2. Check the Buyer/Seller profile for any import aliases
3. Validate data fields match for the import and create aliases where necessary

What if I already have a customer profile that I want to use as a buyer/seller. Do I have to manually create the company again in the Buyer/Seller database?

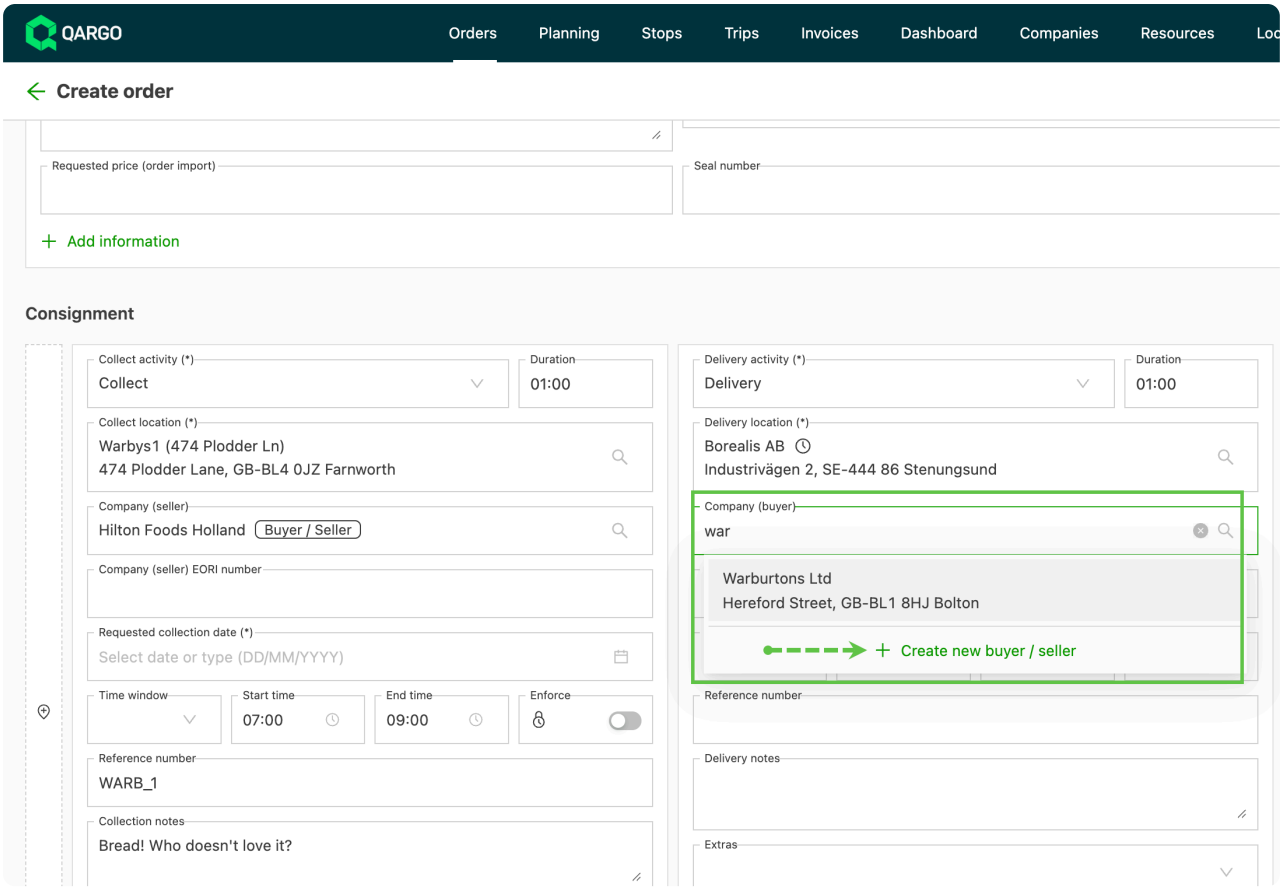
- You're able to make an existing customer a buyer/seller from their detail page.

- Click into the customer profile
- Use the ***'Create buyer/seller'*** link at the top of the page
- All the existing customer details are copied over, make any updates needed
- Click SAVE





- From the order:
  - Select regular customers from the dropdown
  - Use the ***'+Create new buyer/seller'*** to add to the database



- Buyer / sellers that are marked as such will have a tag indicating this and shown at the top
- Once saved the customer will become marked as buyer/seller

Why is my order import data incorrect and showing the wrong company name?

- Verify alias coverage:
  - Check if the intended company has an alias that should match the imported name; ensure the alias exists in the master record.
- Validate external system mappings:
  - Confirm that the alias-to-master record sync is running and that external systems (ERP, CRM, customs portals) recognise the same alias.
- EORI and identifiers:
  - Ensure the alias maps to the correct EORI or tax identifiers to avoid regulatory misclassification.
- Correcting an import:
  - If a wrong company name was imported:
    - Re-map to the correct master using the appropriate alias
    - Update the shipment record to link to the correct Seller/Buyer master
- Prevention measures:
  - Use autocomplete with alias support to reduce manual entry errors
  - Maintain a single source of truth for each party and discourage duplicate records
  - Regularly run data hygiene and deduplication routines on master data