

CASE STUDY · WORKING WITH CLAUDE

Building an Operations SOP with Claude

How a domain expert and Claude co-created a step-by-step guide

The deliverable: a training deck showing how to update Maersk movement milestones from NCTMS into SupplierConnect. This session is about the PROCESS of making it — the collaboration, the iterations, and the lessons.

Human: domain + judgment

Claude: execution + iteration

THE DELIVERABLE

What we set out to build

A clear, screenshot-driven SOP that any operator can follow: read a container's real delivery times in NCTMS, then report them on the matching Maersk transport order in SupplierConnect.



15 slides · sanitized training screens · one representative workflow example.

THE MENTAL MODEL

Two roles, one team

You — the domain expert

- Set the goal and the audience
- Provide domain rules Claude can't know
- Judge correctness — especially data sources
- Give specific, targeted feedback
- Own the final sign-off

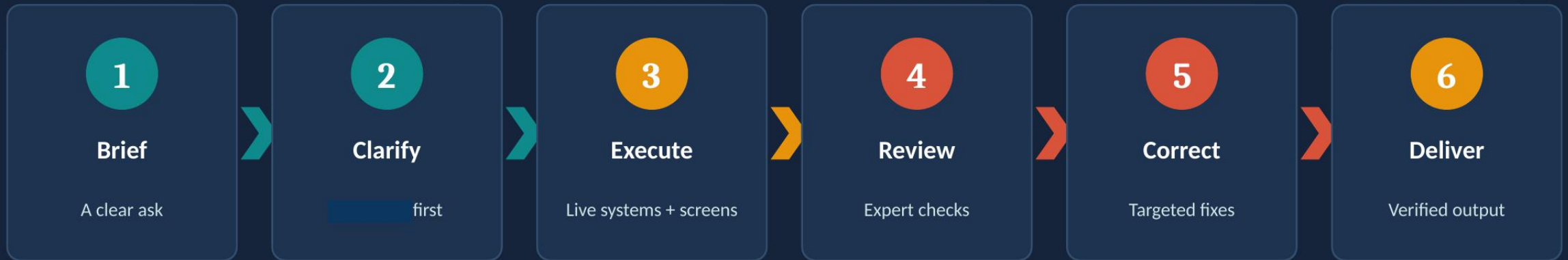
Claude — the executor

- Asks clarifying up front
- Drives the live systems & captures screens
- Builds the deck from real data
- Rebuilds instantly on each correction
- Keeps the work honest & consistent

The pattern: Claude is fast and tireless at execution; you supply the judgment. Quality comes from the loop between the two.

THE COLLABORATION LOOP

How the work actually flowed



Review ↔ Correct repeats until it's right

Most of the value in this project came from steps 4-5 — not the first draft, but the loop that refined it.

PHASE 1 · BRIEF

Start with a clear ask

“Make a PPT demo showing how to update Maersk movement milestones from NCTMS into SupplierConnect.”

What made it a good brief

Concrete outcome

A specific artifact (a demo deck) — not a vague 'help me with milestones'.

Names the systems

NCTMS and SupplierConnect — Claude knows where to work.

Leaves room to clarify

Enough direction to start, but details (audience, depth) still open.

Tip: you don't need a perfect spec — a clear goal plus the right nouns is enough for Claude to begin.

PHASE 2 · CLARIFY

Claude asks before it builds

Before doing any work, Claude asked three

— and the answers shaped everything downstream.



Audience?

→ Internal operations team

Sets tone & depth: hands-on, step-by-step.



Language & detail?

→ English · detailed

Drives wording and how much to show.



Real screenshots?

→ Yes, capture live

Commits Claude to drive both systems.

Why it matters: a few seconds of [redacted] prevents building the wrong thing. Underspecified [redacted] are the #1 cause of wasted rework — for people and for AI.

PHASE 3 · EXECUTE

Claude works the live systems

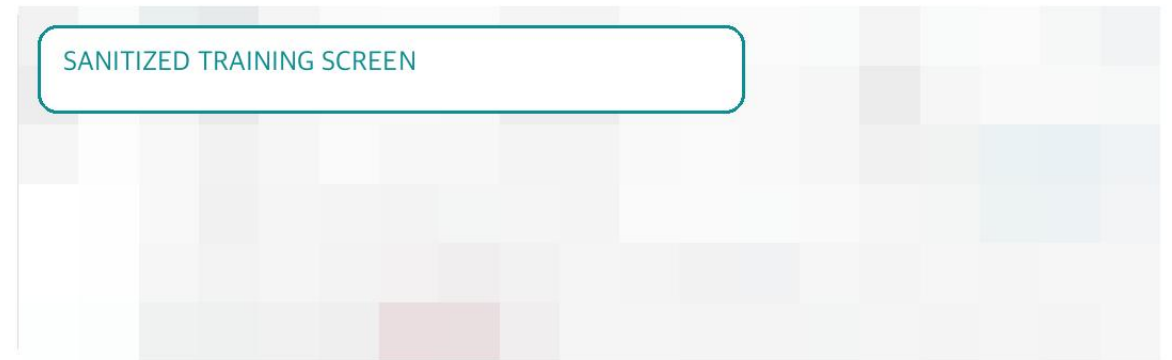
Claude used the two systems, navigated to the needed screens, and assembled the deck from a sanitized case.

1 **Planned a task list** — Broke the job into trackable steps.

2 **Drove the workflow** — followed the task list through the required system steps.

3 **Captured sanitized screens** — identifying values removed for training.

4 **Built from a representative case** — business logic preserved for training.



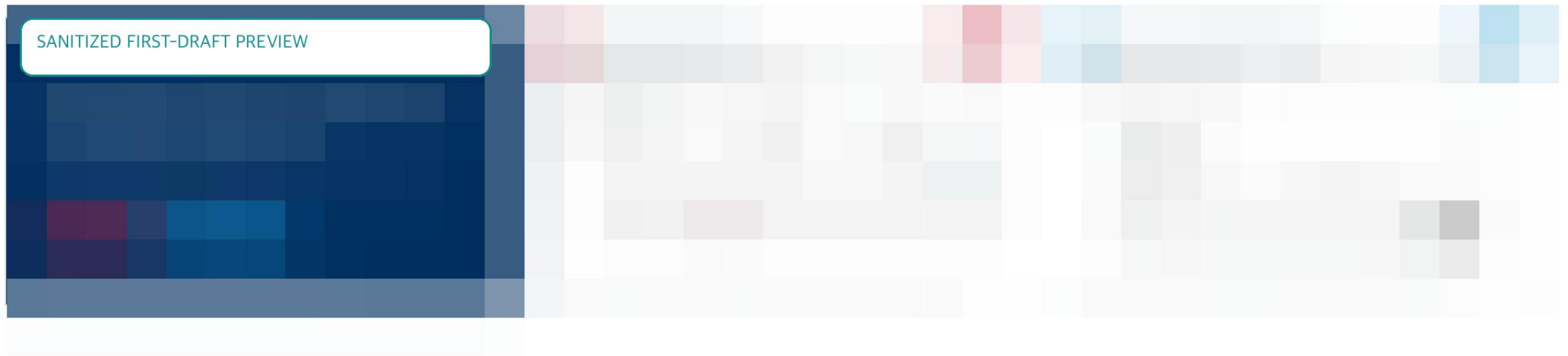
Sanitized NCTMS Container Detail shown for training.

Claude did the mechanical work fast; the expert's attention was saved for judging correctness.

PHASE 4 · FIRST DRAFT

A full draft — in minutes, not days

Claude produced a complete, validated 15-slide deck on the first pass. It looked finished — but 'looks finished' is exactly when the expert review begins.



The trap: a polished draft can hide real errors. The next four corrections were all found by a human who knew the business — not by looking at the design.

PHASE 5 · REVIEW & CORRECT

Four corrections that made it right

Each came from the domain expert, not the AI. Together they show what human review adds — and how to give feedback Claude can act on.



Visual precision



Conceptual
accuracy



Data ownership



The right source

REVIEW & CORRECT

CORRECTION A

Visual precision

First draft

The red highlight boxes on several screenshots sat too low — they were drawn using the original image's coordinates but the images had been cropped, so every box shifted.

After feedback

Claude recomputed each box against the crop offset; the boxes now frame the exact fields (the matched row, the arrival/departure cells).

Lesson: Claude produces polished layouts fast, but pixel-exact overlays still need a human eye. Point to the specific slide and element — 'the box on slide 6 is misaligned' — and it fixes it immediately.

REVIEW & CORRECT

CORRECTION B

Conceptual accuracy

First draft

The deck framed milestones as a chain: terminal gate-out → delivered → empty-return — as if we log every movement.

After feedback

The expert clarified Maersk only wants the actual arrival and departure. Claude re-wrote the concept and the field map around just those.

Lesson: Claude models a generic process well, but your business's real requirements are domain knowledge it can't infer. Supplying that framing is the expert's highest-value input.

REVIEW & CORRECT

CORRECTION C

Data ownership

First draft

Even 'arrival & departure at every leg' was too broad — it implied we also report the terminal pick-up/gate-out times.

After feedback

Those come to Maersk directly from the terminal. We provide only the delivery-site timestamps (export: the shipper). The map dropped the terminal leg.

Lesson: Know which data is actually yours to provide. 'Who is the source of record?' is a [REDACTED] only someone who knows the operation can answer.

REVIEW & CORRECT

CORRECTION D

The right source

First draft

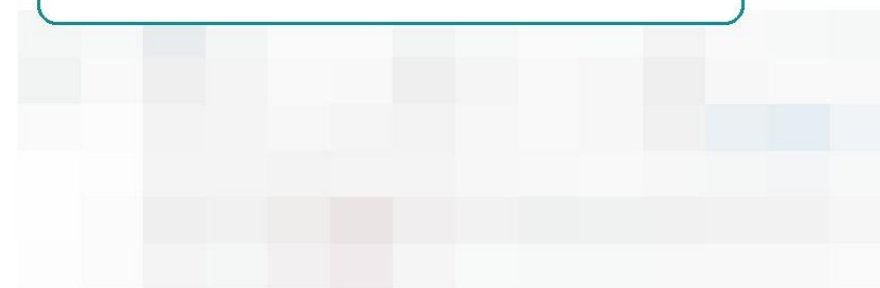
Claude read the times from the Master Detail screen — which contains no time data at all.

After feedback

The real source is the Container Detail job-leg grid: A5/A3 POD Time = arrival, A4/A6 Start Time = departure. Claude re-captured it and rebuilt.

Lesson: 'Right screen, wrong data source' is a classic expert catch. Always verify where a number actually comes from — provenance matters as much as the value.

SANITIZED TRAINING SCREEN



When Claude pushes back

During the work: *“If we set the appointment 5 minutes after the actual arrival, it would always look like we arrived early, right?”*

Claude declined — and explained why

It misrepresents performance

Back-dating the appointment fabricates on-time results that didn't happen.

It's verifiable

Maersk cross-checks against the terminal's own gate timestamps — which don't move.

It creates real risk

If surfaced, it endangers NewConnect's carrier standing and the customer relationship.

Use Claude to keep records defensible — not to dress them up. Its guardrails protect you as much as anyone.

TAKEAWAYS

How to work with Claude effectively

1

Give a clear brief + context

A concrete goal and the right nouns are enough to start; add domain rules Claude can't know.

2

Let it clarify first

Answer the up-front — they prevent building the wrong thing.

3

Treat draft 1 as a draft

The first output is a starting point. The value is in the review loop.

4

Own judgment & provenance

Verify not just the values but where they came from — the classic expert catch.

5

Give specific feedback

'Slide 6, box misaligned; source should be Container Detail A5 POD' beats 'this is wrong.'

6

Lean on the guardrails

Claude keeps the work honest — a feature, not a limitation.

YOUR TURN

Bring your own repetitive workflow

Anything that means 'read data in one system, act in another, and document it' is a candidate. Start with a clear brief, answer Claude's [REDACTED] then review and correct.

Brief → Clarify → Execute → Review ↔ Correct → Deliver

The expert never leaves the loop — Claude just makes each turn of it much faster.