

# Ensuring customer satisfaction through the effective operations of terminals

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# Know where you're going.

Before you can improve customer performance, you must address culture.



# Our Compass

our Purpose **Create a Clear Path**  
our Vision **Care More**

## our Pillars

<b>People</b> A positive, caring & vibrant culture	<b>Safety</b> Safety first, at all times	<b>Customers</b> Succeed by helping our customers succeed	<b>Financial Strength</b> Controlling our future through profitable growth	<b>Community</b> A leader on issues that matter to our people, their community & the environment
				

## our Values

 <b>Respect</b> Respect and care for each other and their well being	 <b>Courage</b> Challenge, innovate and dare to be great
 <b>Pride</b> Pride in who we are and what we do	 <b>Gratitude</b> Thank all who live our values and strive for excellence to make a positive difference



# Our Compass

*It's the way we do things*




OUR PURPOSE  
We create a clear path.

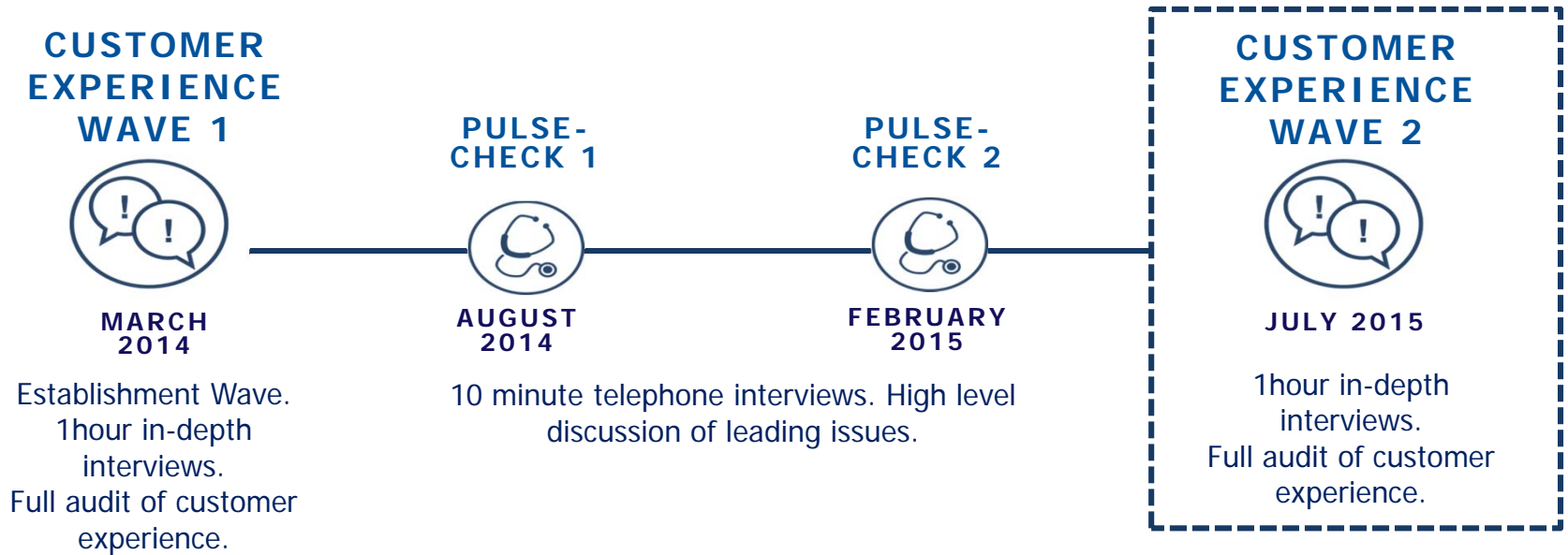


OUR VISION  
We care more.

# The DP World Australia journey.

- DP World Australia rapidly changed its customers' perceptions and expectations of suppliers.
  - Satisfaction is no longer driven solely by operations.
  - Customers now see value in a more collaborative relationship and flexible approach.
- 
- A large, solid red triangle is positioned in the bottom right corner of the slide, pointing towards the top right.

# ▶ What did we do?





## ▶ What did we find?

1

DP World Australia has achieved a substantial turnaround in performance in the previous 18 months with the transformation to a customer-centric culture well underway.

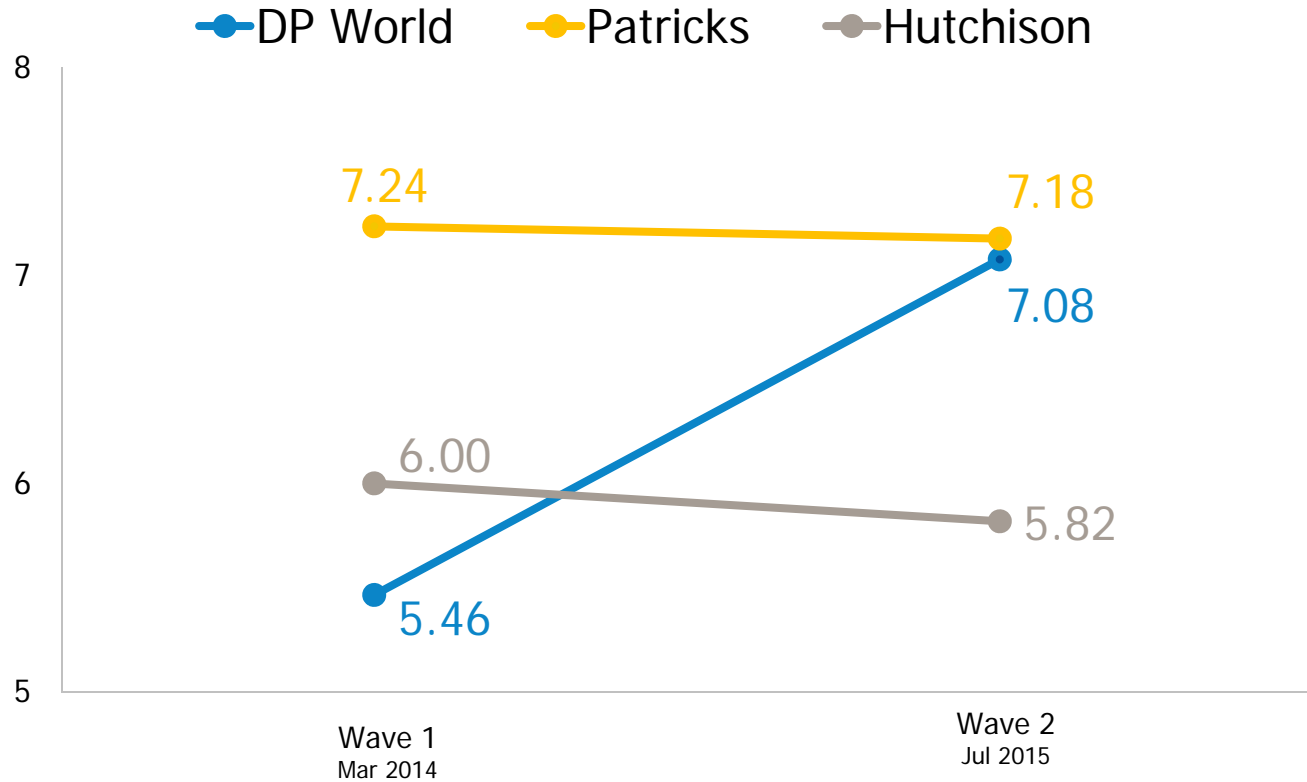
2

DP World Australia has levelled the playing field to be on par with its major competitor but there was still room for operational improvements across the industry.

3

There were still opportunities for DP World Australia to add value to customer's businesses through service initiatives and integrated supply chain solutions.

# ▶ Caring More - Improving Customer Experience



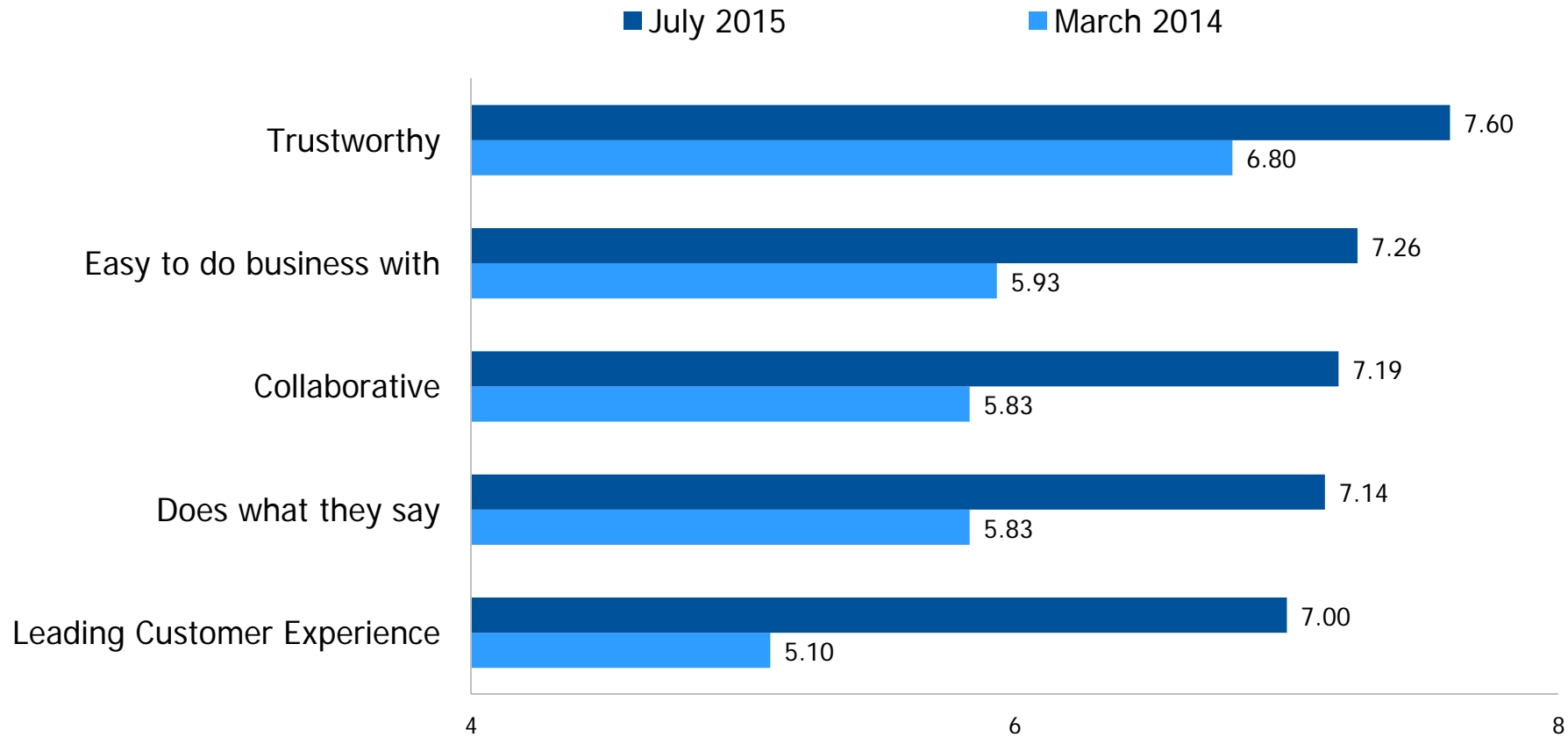
# ▶ Strong improvement across key performance areas



Expectations	Overall Satisfaction	Relationship	Communication	Key Contact	Account Management	Operations	Problem Resolution	Overall Service Delivery	Terminal Performance	Commercial
<b>8.32</b>	<b>7.08</b>	<b>7.48</b>	<b>7.33</b>	<b>7.70</b>	<b>7.58</b>	<b>7.24</b>	<b>6.68</b>	<b>7.04</b>	<b>7.04</b>	<b>6.58</b>
<b>+0.86</b>	<b>+1.62</b>	<b>+1.52</b>	<b>+1.93</b>	<b>+0.81</b>	<b>+1.70</b>	<b>+1.92</b>	<b>+1.52</b>	<b>+1.58</b>	<b>+1.64</b>	<b>+0.82</b>

Change from Wave 1:

# ▶ Creating a Clear Path for Engagement



# ▶ Clear progress on Wave 1 customer issues

Wave 1 Finding	Wave 2 Status
1. <b>Inability to deliver to contract</b>	Productivity across terminals stable and a more collaborative approach to problem resolution when delays occur
2. <b>Failure to take ownership of service delivery – hiding behind excuses</b>	Higher levels of ownership from DP World Australia across operational and commercial contacts along with a willingness proactively communicate and resolve issues
3. <b>Non-customer centric approach – driven by self interest</b>	Increased level of engagement especially with commercial focus demonstrated DP World Australia was truly attempting to understand customer needs
4. <b>Lack of transparency creating a level of mistrust and skepticism</b>	Substantial turnaround in 'culture of secrecy', communication now more open and transparent and across all channels
5. <b>Pushing costs back onto the customer</b>	Delays causing less cost impact however customer still frustrated with container damage and ancillary fees
6. <b>Window of opportunity with new management team on board</b>	Cultural change within DP World Australia to a customer-centric organisation well under way driven by committed Senior Leadership



Improvement

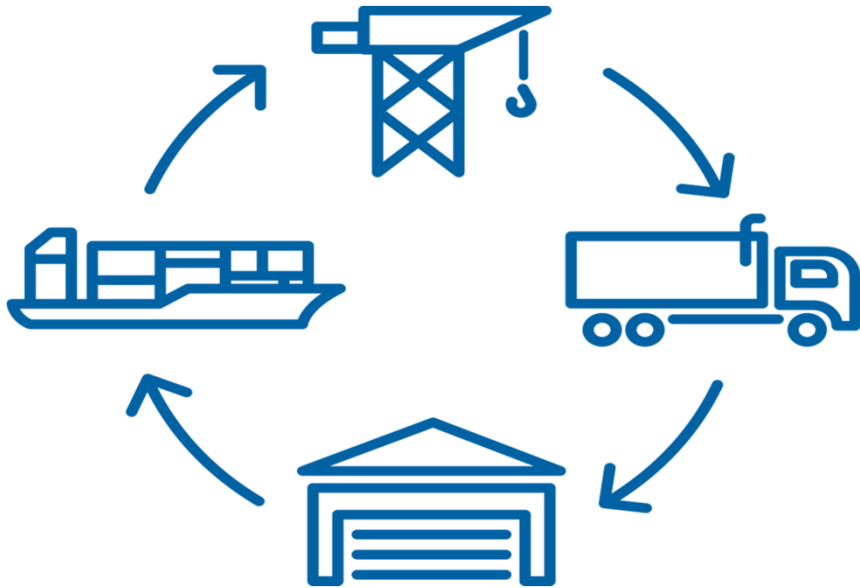


Moderate Improvement



No improvement

# ▶ Delivering value to customers means adding dollars to their bottom line

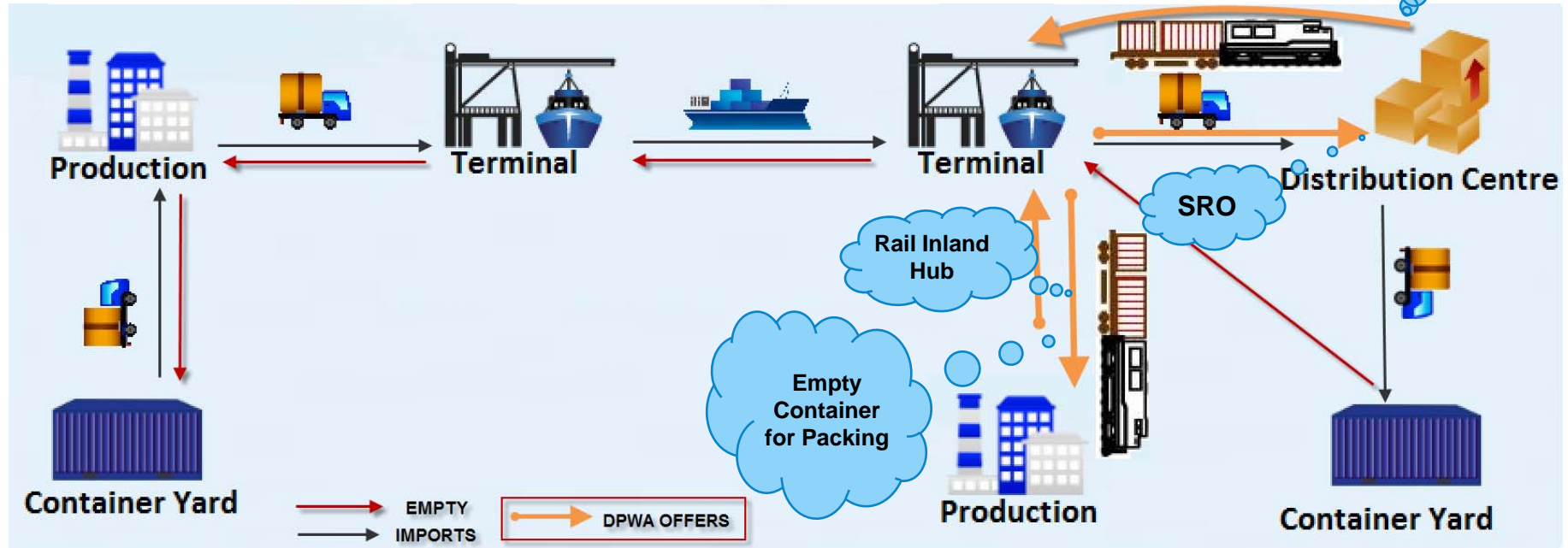
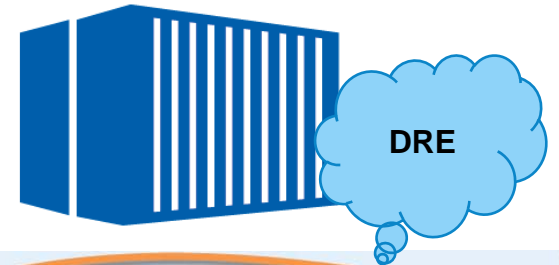


- Customers keen on value add offerings from DP World Australia if it could offer them savings through greater flexibility and supply chain efficiency.
- Any dollar saved was welcomed in tough industry conditions. Be it in offering empty container depots at terminals, flexible container storage arrangements or land side integration via rail or road.



**DELIVERING DEEPER CUSTOMER  
PARTNERSHIPS & VALUE**

# ▶ We've changed our approach to our 'customers'





# Supply Chain Partnerships



“It has been refreshing to see the change and re-  
invigoration within the DP World Australia brand  
over the last 18 months.”

“As a company with similar core values across  
safety, people and customers, it has been easy for  
SCT Logistics to re-align itself in partnership with  
DP World Australia.”



“In 2013 we stopped exporting our products  
through DP World Australia as a result of landside  
issues which was impacting our business.”

“In the past 6-12 months we have seen a dramatic  
change from DP World Australia. In particular, their  
engagement with Importers and Exporters.”

“Today approximately **75%** of our Exports go  
through DP World Australia.”

“We at Intermodal have noticed a quite substantial  
Improvement/reduction in the down time/delivery times  
we are experiencing in your terminal.

day to day delivery times have come down dramatically  
and this has allowed to find some efficiencies that we  
could not have foreseen prior to the structural changes  
made by DP World.”



**DELIVERING GREATER VISIBILITY.**

# Promote transparency

New digital footprints to promote communication with our community

## Customer Portal

DP WORLD Australia

Global Corporate

### Login

User ID

Password

[Create an account](#) [Forgot password?](#)

BRISBANE	SYDNEY	MELBOURNE	FREMANTLE
2 Vessels Alongside	1 Vessels Alongside	2 Vessels Alongside	1 Vessels Alongside
12 Trucks in Yard	10 Trucks in Yard	32 Trucks in Yard	15 Trucks in Yard
23 Last 1 hr TTT	10 Last 1 hr TTT	22 Last 1 hr TTT	26 Last 1 hr TTT
12 Last 1 hr CTT	11 Last 1 hr CTT	15 Last 1 hr CTT	19 Last 1 hr CTT

TTT : Truck Turn Time      CTT : Container Turn Time

## Container/Vessel Enquiry

**Container**

\* Container

**Vessel**

\* = Mandatory field

### Container Enquiry

FACILITY	CATEGORY	CARRIER	TIME IN	TIME OUT	PORT OF LOAD	PORT OF DISCHARGE
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## Regional website

DP WORLD Australia

Global Customers

News and media Careers Contact us

WHO WE ARE OUR LOCATIONS WHAT WE DO OUR COMPASS

# We create a clear path

We deliver solutions to keep your business moving.

We're an established Australian business with a global network.

We combine local know-how with world-standard facilities and global reach.




Each year, we create a clear path for:

- 1700 Ships
- 1.4M Trucks
- 2M Containers
- 3000 Trains

Our network

- Our global network
- Our service partners

# Mobile Site

☰

## Login

User ID

Password

[Create an account](#)  
[Forgot Password?](#)

+ Vessels Alongside

+ Trucks In Yard

+ Last 8 hrs Truck Turn Time


+ Last 8 hrs Container Turn Time

## Container Enquiry

Container

## Vessel Enquiry

Vessel

☰

## Login

User ID

Password

[Create an account](#)  
[Forgot Password?](#)

- Vessels Alongside

Brisbane 2	Sydney 2
Melbourne 2	Fremantle 0

+ Trucks In Yard

+ Last 8 hrs Truck Turn Time

+ Last 8 hrs Container Turn Time

## Container Enquiry

Container

## Vessel Enquiry

Vessel

☰

+ Last 8 hrs Truck Turn Time

+ Last 8 hrs Container Turn Time

## Container Enquiry

Container

- Brisbane Export XQD017N

Time In 17-Jul-2015 11:01	Time Out 19-Jul-2015 19:00
Port Of Load BNE	Port Of Discharge KHH

+ Brisbane Import AWY066N

+ Sydney Export AWY066N1

## Vessel Enquiry

Vessel

- Brisbane

Line ANL	Berth B6
Arrival 28-Jun-2015 02:10	Departure 29-Jun-2015 04:54


+ Sydney

+ Melbourne

# The DP World Australia journey

Expectations are continuing to rise along with performance.

The challenge is to keep pace with these rising expectations.



▶ Thank you

