

Your promise. Delivered.

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# BUILDING TODAY THE CUSTOMER EXPERIENCE OF TOMORROW

A TOTAL EXPERIENCE REVOLVING AROUND OUR CUSTOMER.

10th Indian Ocean Ports & Logistics 2016, 28 - 29 January, Reunion Island

# TOTAL CONTROL – *over your shipping process*

TODAY

## Instantaneous transactions

Once you leave the webpage, all transactions, from booking to invoicing, are done and confirmed.

## Reduce unnecessary administrative costs

linked to shipment management

Save time  
for added-value  
tasks



Minimize the  
unplanned  
logistics costs  
and optimize your  
supply chain



Run Logistic uses My Maersk Line at 100%, for their bookings, notifications, invoicing, schedules search...

They particularly appreciate the pre-carriage visibility, the intermodal catalogue and the access to their rates. All that... sitting in their chair !

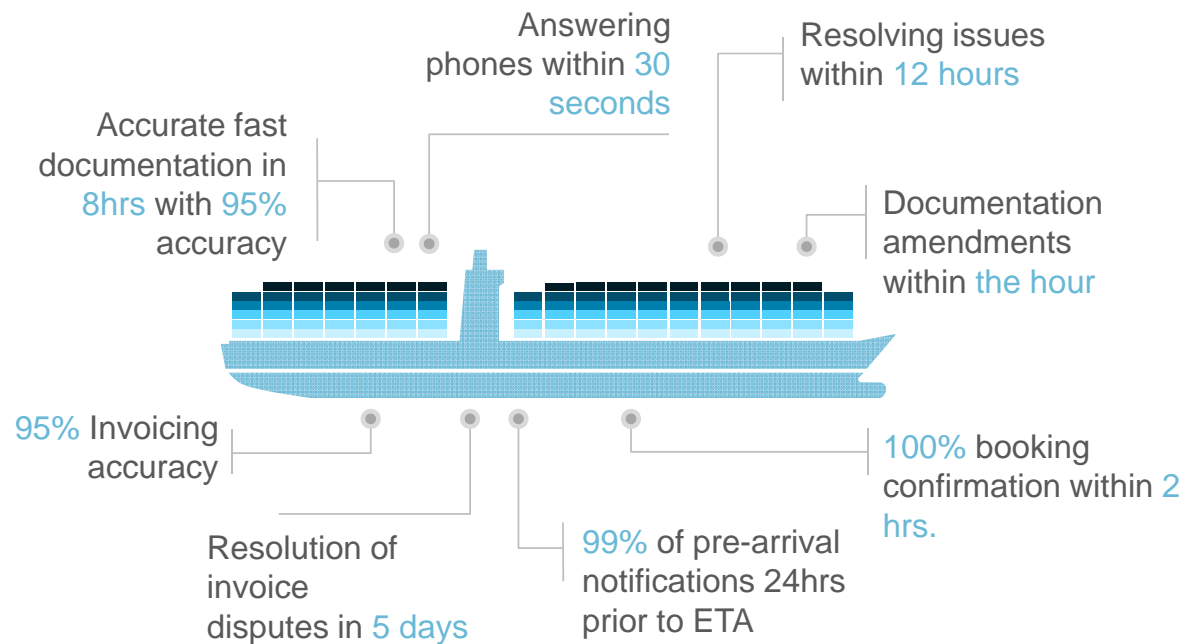
TOMORROW

- In 2020, shipping a box will be as easy as booking a flight.
- 100% self service means total control of the customer over his shipping process.
- Digitalization allows for fewer interactions to ship boxes and improved productivity for the customer.

# TOTAL TRANSPARENCY – *over the performance*

TODAY

8 targets covering the service interactions and operational execution Maersk Line provides you.



TOMORROW

- From reactive to proactive.
- Leaner processes thanks to simplification, allowing a seamless, easy shipping experience for the customer.
- Anticipation of all the obstacles that could prevent the customer from running its business most efficiently.
- Proactive shipment management with a service commitment end-to-end.

# TOTAL CARE – *because we care for you*

TODAY

**The CARE Program**  
3 packages corresponding to  
3 different service offerings, to  
better suit all your needs

**A dedicated account  
manager**

who understands your  
business drivers and ensures  
the service you get is aligned  
with your strategy



**Local Customer  
Service agents**  
whose mission is to  
always be at your side

**A Sales setup**  
organized around  
your needs (reefer,  
automotive, special  
cargo, forwarders,  
key accounts,  
SMEs...)



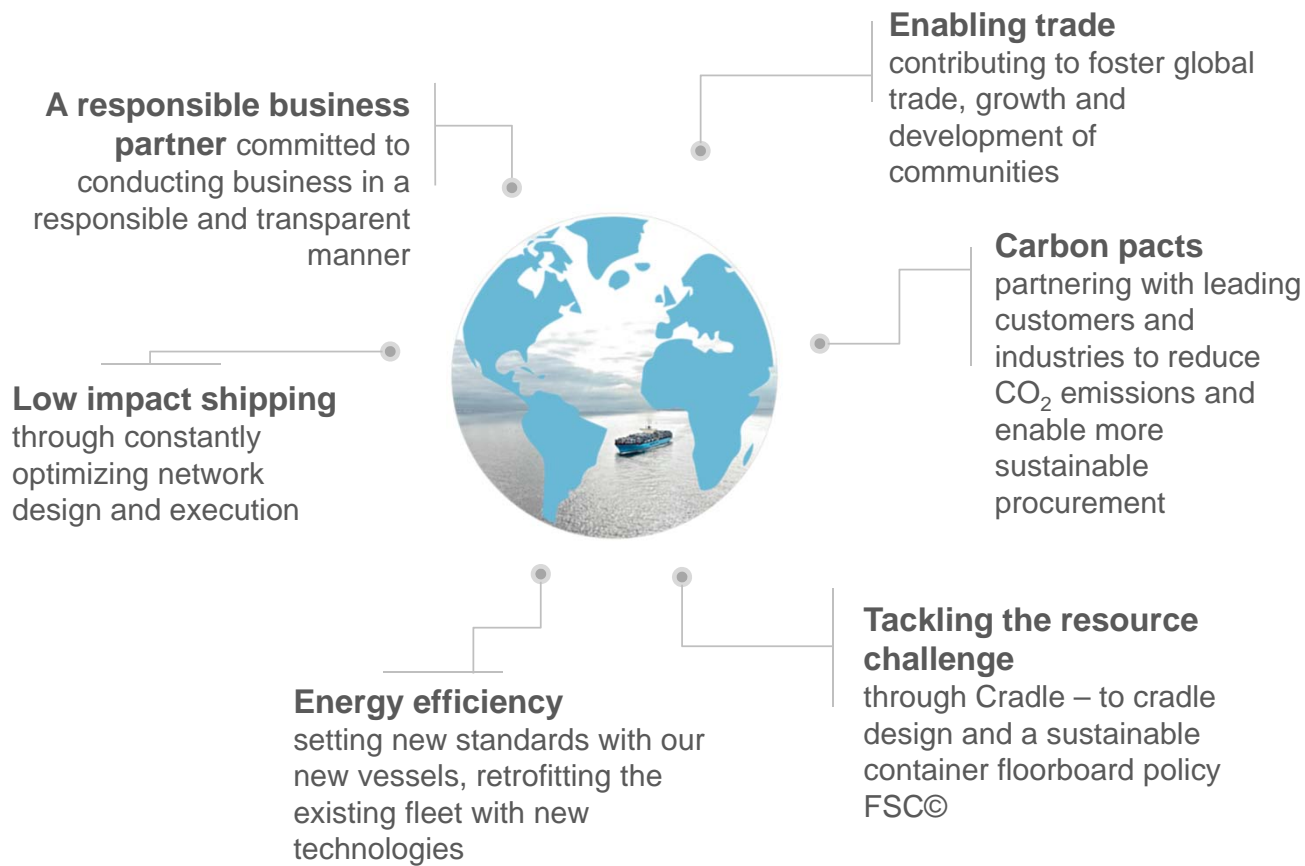
In Réunion, tight collaboration and coordination with all the local industries.  
In particular, in the sugar & rhum sector, strong partnership between **Tereos** (and their logistics branch **MTI**) and Maersk Line, to manage their flows efficiently and optimize their supply chain.

TOMORROW

- Know what the customer wants and be able to answer his needs at the right time and place, the fastest we can, with fewer costs, enabling him to be more productive and efficient.
- Develop added-value research : how can we optimize further the customer's supply chain? How can we remove costs together?

# TOTAL RESPONSIBILITY – *a licence to grow. Sustainably.*

TODAY



TOMORROW

- 60% CO<sub>2</sub> reduction from 2007 to 2020
- 200 million tons CO<sub>2</sub> in avoided emissions by 2020
- Develop potential of biofuels for shipping
- Strengthened industry standard environmental performance assessment for logistics and transportation, notably through the Clean Cargo Working Group

# THE *TOTAL* CUSTOMER EXPERIENCE OF TOMORROW



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