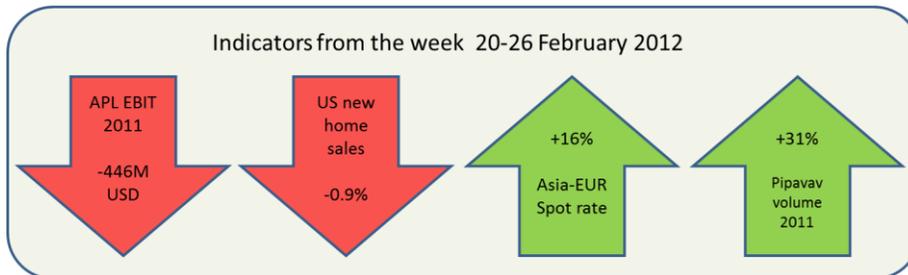


# SUNDAY SPOTLIGHT

26 FEBRUARY 2012, ISSUE 49

## SEAINTEL MARITIME ANALYSIS



## GETTING A QUOTE FROM A CARRIER

Most carriers do not respond. MSC quoted in 3 minutes.

Hapag-Lloyd quoted on 100% of the requests.

In June last year, SeaIntel Maritime Analysis decided to investigate which experience a new cargo owner would have, when attempting to get a price quote from any of the big carriers. During the past two weeks, we have repeated the investigation to see which experience a new cargo owner would have now. Asking as a small cargo owner, we simply wanted a CY-CY price to ship two standard dry 40-foot containers between a few major ports.

In general, carrier responsiveness has not changed since June last year.

We chose to perform three tests: One as US importer shipping from the Mediterranean to Savannah or Charleston, one as German importer shipping from Santos to Hamburg, and one as Belgian importer shipping from New York to Antwerp. The US importer approached the carriers by phone, while the German and Belgian importer approached the carriers by email.

Given the generally poor market conditions, we expected carriers to be eager to land additional business. However, as we were a small shipper, we did not expect to be offered the lowest freight rates in the market.

### Please call me?

We have spent considerable time talking to carriers' customer service desks in the past couple of months as part of various studies. Our experience is one of frustration. Clearly, the focus from most carriers is on internal cost efficiencies and not on providing customer service over the phone. With this approach, carriers can certainly reduce their customer service handling costs. However, we would also have the view that freight forwarders – who actually do provide this service – are poised to control a much larger portion of the ocean-borne container shipments.

### Content

- 1...Getting a carrier quote
- 5...Q1 2012 rates
- 9...eCommerce offerings
- 11...Service changes

This file is a preview provided by [SeaIntel.com](http://SeaIntel.com) for users who are not subscribers. Click on the link to view subscription options for SeaIntel Sunday Spotlight. [http://seaintel.com/index.php?option=com\\_virtuemart&view=productdetails&virtuemart\\_product\\_id=5](http://seaintel.com/index.php?option=com_virtuemart&view=productdetails&virtuemart_product_id=5)