

# SUNDAY SPOTLIGHT

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## SEAINTEL MARITIME ANALYSIS



Reliability from global vessels to the container at the country level:

### Performance in July 2012.

See page 15 for details.

## GETTING A QUOTE IN THE US

Higher response rates seen, but still less than 50% success

Last year, SeaIntel Maritime Analysis recognized a need to assess the small shippers' ability to obtain a rate quote from U.S. and European container carriers and NVOCCs.

We conducted a few studies, representing small shippers, in summer 2011 as well as in winter 2012, and we uncovered the fact that industry-wide challenges existed with the process of obtaining rate quotes. These results have previously been published in the SeaIntel Sunday Spotlight.

Since then we have performed a series of more dedicated tests on behalf of individual carriers and NVOCCs. These companies thus obtained insights into the actual small shipper experience during the initial quoting process, which they could use to benchmark against their own internal perceptions and objectives. For some it was a verification of the perception they had of their own service levels. For others it was an opportunity to clearly pinpoint where improvements could be made.

We have recently decided to perform another, more comprehensive, study on obtaining rate quotes while portraying a number of small-sized U.S. shippers, contacting the US offices of main container carriers. The detailed results of our experiences in requesting and obtaining rate quotes from 20 large carriers will be published in an upcoming report.

### When the going gets tough

Is the industry facing Armageddon? Certainly not. As with any other industry, tough times force companies to take tough decisions. This will eventually result in capacity removals and increasing rate levels. But with every week that passes without more drastic action from the carriers, the harder it will be to become profitable in 2012. Having only 2 services removed from Asia-Europe (by G6 and CKYH), while Evergreen just started a new service, only amounts to the proverbial snowball in hell.

### Content

- 1...US quotes
- 5...Airline vs carrier
- 8...Global demand drop

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