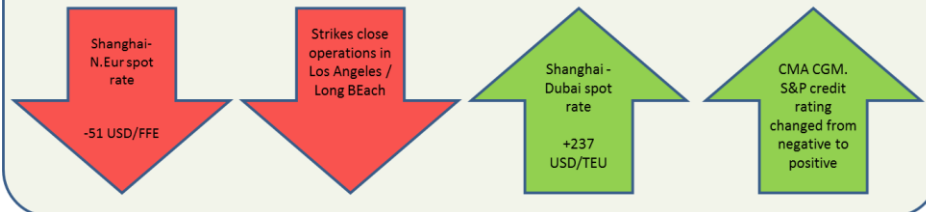


# SUNDAY SPOTLIGHT

2 DECEMBER 2012, ISSUE 89

## SEAINTEL MARITIME ANALYSIS

Indicators from the week 26 Nov – 2 Dec. 2012



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

### Performance in Oct. 2012.

See page 13 for details.

## REDUCED SERVICE DIFFERENTIATION

A clear trend of reduced service differentiation is seen throughout 2012, but not in all trades.

Carrier service levels can be measured on a multitude of parameters – and depending on the type and nature of the individual shipper's business, service may also be defined in a variety of different ways.

In addition to the difficulties in defining "service level", an added complication is the fact that some elements are notoriously difficult to quantify and measure. As an example, what does it mean that customer service staff is "helpful"? A customer survey may be used to measure "helpfulness"; however there is no guarantee that the respondents will have the same understanding of the phrase.

In this analysis we will look at only a single aspect of the service levels, and our ultimate aim is not only to see whether service levels are improving – but also whether we are seeing more or less differentiation across the carriers.

Based on our extensive database of vessel arrivals, we have in this analysis measured the carriers' schedule reliability on 7 of the major trades on a monthly basis. We have then used the measurements not only to see how the average reliability has developed – but just as importantly, whether the difference in performance across carriers has increased or decreased.

### Clerical work at 190.000\$ ?

This week saw a sudden closure of most container terminals in Long Beach and Los Angeles. The closure was sparked by a labor dispute with the clerical workers and their union, OCU, with other union members refusing to cross picket lines. It would appear OCU is dissatisfied because they want to prevent their jobs being outsourced. According to the employers, the OCU has refused the latest offer of USD 190.000 in annual compensation and benefits by 2016. It would appear the union's understanding of the industry's financial situation is quite misguided – and compensation at those levels will surely fuel more outsourcing, not less.

### Content

- 1...Service differentiation
- 6...Cash developments
- 8...Impact from Sandy

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