

Mastio & Company's Global Freight Forwarder Customer Value & Loyalty Benchmarking Study

4th Edition 2014

Metrics to Manage the “Shipper Experience”



OVERVIEW

MASTIO recently published its 4th Edition Global Freight Forwarder Customer Value & Loyalty Study in September 2014. This study identifies and quantifies the perceptions and needs of companies throughout the world who utilize Global Freight Forwarders. The 2014 study findings are based on interviews with 1,490 air and ocean customers providing over 3,200 total observations. Interviews were conducted in North and South America, Europe, and Southeast Asia. There were 100's of Freight Forwarders rated of which 32 had a sufficient number of ratings to be included in this 2014 report. The electronic edition allows the inclusion of all rated companies for additional analysis.

The 2014 study also includes approximately 4,500 qualitative responses to two open-ended questions about individual air and ocean carriers. The data was collected by telephone interviews with key decision makers beginning in late May and concluding in August.

SAMPLE OF THE ATTRIBUTES MEASURED IN OUR STUDY

- How likely would you be to recommend this company to a business associate?
- Overall performance.
- Timely notification of delays.
- Provides day specific transit time commitments.
- Knowledgeable and helpful representatives.
- Customer service staff is courteous and professional.
- Speed of obtaining a rate quote.
- Willingness to go the extra mile.
- Proactively brings me specific solutions to improve my business.
- Effective problem resolution.
- Overall execution of pick-up and delivery.
- Consistency of service around the world
- Shipments are delivered with no shortages or damages.
- Flexibility of service options.
- Pickup & Delivery is courteous and professional.
- Ability to accurately track shipments from origin to destination.
- Accurate invoices and statements.
- Flexible online booking system.
- Internal system support and development.
- Strong commitment to corporate social responsibility.
- Strong positive corporate image and reputation.
- Highly trusted supplier.
- Supply chain expertise.
- Competitive rates
- Accessorial and surcharge prices.
- Easy to contact the right person for help.

COMPANIES INCLUDED IN THE REPORT

- Agility
- APL Logistics
- CEVA Logistics
- COSCO
- Crane Worldwide
- DB Schenker Logistics
- DHL Global Forwarding
- DSV
- EMS
- Evergreen Line
- Expeditors
- FedEx Trade Networks
- Geodis Wilson
- Hanjin
- Hapag Lloyd
- Hellmann
- JAS
- JF Hillebrand
- Kintetsu World Express (KWE)
- Kuehne & Nagel
- Maersk Logistics
- MSC
- Nippon Express
- NYK Line
- OOCL
- Panalpina
- SDV
- TNT
- Toll Forwarding
- UPS SCS
- UTi Worldwide

WHY A MASTIO STUDY?

Successful organizations collect competitive customer metrics because they understand that it is the customer who has the money, and without customers they don't have a reason to exist! Organizations succeed by offering a "package" that wins more loyal customers than the competition. This is not to say that it does not take great executives, directors and managers to set the tone, articulate the corporate culture, see the vision, and empower employees, foster innovation and integrity, and all of the other things that make good companies successful. But in the end, if you do not have customers who want to do business with you, especially in tough times, you are destined for failure. Possessing competitive customer metrics that approximates the market instead of relying on hunches or just talking to your customers alone allows organizations to align their strategy, processes, structure, people and rewards to deliver maximum value to customers and shareholders.

STUDY ANSWERS

Subscribers to **MASTIO's Global Freight Forwarder Benchmarking Study** learn customer perceptions of Supplier Performance, Value, and Loyalty by a multitude of data segmentations (i.e. geographic, number of shipments, air vs. ocean, etc.) that will specifically answer questions such as,

1. How do customers' make their purchase decisions? What factors are the most important drivers of customers' perceptions of overall value and loyalty? What key buying factors (attributes) customers consider to be the most important when selecting between suppliers both from a **stated** and **derived** basis? The key buying factors will be classified as a *Baseline Requirement*, *Conscious Differentiator*, *Latent Differentiator* or *Low Impact Factor* to make it easier to understand what is really most important to customers.
2. What are the factors that lead to **defection**? What are the factors that result in **retention** - greater share of the wallet? This is a further refinement of the customer needs mentioned above where the key buying factors will be prioritized regarding defection. Thus, subsequent monitoring systems can be established after the proposed study to track and respond in real time to mitigate defection. Note: most defection is partial.
3. How do customers perceive your overall value and loyalty relative to **key competitors**? How competitive is your position in the marketplace? Where do you and your competitors fall on a value map - *inferior*, *economy*, *superior*, or *premium position*? Who should be losing or gaining market share? What are the biggest drivers of you and your competitors' position? What is required to change your position?
4. Also, how do customers perceive your performance on the key buying factors? What do customers perceive as **strengths** and **weaknesses** relative to key competitors? Which factors should you target for improvement? Which factors will have the greatest impact on your ability to win and retain more business? What factors should be emphasized in marketing communications that will resonate with customers?
5. How large a role does price play in the purchasing decision? What performance factors will allow a premium?
6. Which competitors are the most vulnerable and which are strongest in their ability to gain and retain customers? How do customers perceive the performance of competitors on the key buying factors? How do you use this knowledge to have a direct impact on your growth and profits?

In short, the study will identify improvements and marketing actions that will make customers choose a specific Freight Forwarder more than its competitors.

DELIVERABLES

The comprehensive study will come with a printed report, a Microsoft Excel version of the raw data, custom tagging features of the data, and a proprietary segmentation software package that includes tools to conduct your own detailed analysis including a head-to-head comparison with key competitors. The segmentation software also allows subscribers to segment the data by demographics selected by you such as by region, volume, strategic importance, etc. to see where you stand vs. the competition and thus be quickly underway with actions to improve performance.

MASTIO's software also provides clients with a custom tagging feature. The custom tagging is proprietary for each client. This feature allows the grouping of your customers, for example, by the key person responsible for each customer interaction, customer service teams, profitability, strategic importance, volume, etc. These options are virtually unlimited. This powerful feature allows additional in-depth analysis and the customization of the data.

ANALYZE RATINGS ACROSS MULTIPLE CUSTOMER SEGMENTS

- **Volume Level** – # of transactions respondent has each month with freight forwarders.
- **Forwarder Usage** – Does the respondent only use one provider or do they work with multiple providers.
- **Respondent Role** – Is the respondent a Primary decision maker or does he/she share in the decision process.
- **Transportation Type** – Does the respondent utilize air, ocean or both.
- **Shipment Type** – Does the respondent utilize inbound services, outbound services or both.
- **Geographic Locations:**

International Regions

Asia & Pacific Rim
Africa
Eastern Europe
Latin America & Mexico
Middle East
Western Europe

North American Regions

United States
Canada

EXAMPLES OF OPEN-ENDED QUESTION INCLUDED IN THE STUDY

- Do you utilize social media like Facebook or Twitter in your business life? If yes, in what ways?
- Are there any emerging trends the carriers should be looking at over the next two years to help you run your business better? If yes, what are they?
- If you could change one thing about any of your freight forwarders, what would it be?
- Have you either switched from one Freight Forwarder to another or move a significant amount of volume from one Freight Forwarder to another in the past 12 months? If yes, who and why?

METHODOLOGY

Unlike customer satisfaction, our approach is grounded with empirical evidence of its validity; thus, you are ensured actionable results that can be implemented to win more business profitably. MASTIO utilizes two key methodologies - **Customer Value & Customer Loyalty**. Both methodologies show, on average, a strong correlation between a company's performance i.e. growth rate, market share, profitability, etc. and their respective Customer Value or Loyalty Scores. These two dashboard type of metrics allow managers an easy way to track performance in achieving customer relationship goals just as the use of financial reports allows managers to monitor whether they are meeting their profit goals. For example, empirical evidence shows the Loyalty (Net Promoter) leader has superior growth - averaging more than twice the rate of growth vs. their competition.

BACKGROUND

Mastio & Company is a research-consulting firm that helps its clients maximize business performance by conducting studies that address three critical aspects of managing every business, which are to understand your customer, your competition, and your organization.

Mastio & Company conducts numerous multi-client and proprietary studies on a yearly basis. The majority of our engagements deal with organizational alignment. This concept uses metrics to design an organization that is better aligned with customers than the competition to win more business and increase profits. We also help clients bridge the gaps between analysis, interpretation, actions and successful deployment of a value based strategy.

Mastio & Company is celebrating over 20 years of providing actionable information to its clients. We are headquartered in St. Joseph, Missouri with an additional location in Houston, Texas. Our research is done primarily through telephone interviews from our call centers in the U.S. and the U.K. We also collect data from web-based platforms, mail and focus groups. All research is collected by an industry-experienced staff that adheres to stringent quality-control procedures. Mastio has served over 300 clients and has developed and managed over 200 successful business-to-business industry-focused projects, primarily in commodity driven industries such as but not limited to energy, utilities, transportation, logistics, plastics and chemicals. Our staff has extensive experience guiding successful research projects in North America & Europe.