

PRESS RELEASE

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Hapag-Lloyd launches its ninth Quality Promise: “Always Accessible”

With today’s launch of its ninth Quality Promise, “Always Accessible“, Hapag-Lloyd is addressing a key factor of customer satisfaction: quick accessibility when support is needed. Receiving millions of calls a year, Hapag-Lloyd recognizes the importance of a reliable and responsive phone service to maintain strong customer relations. Intending to enhance its accessibility, Hapag-Lloyd has set itself the ambitious goal to pick up customer calls within 12 seconds in at least 90 percent of the time and to ensure an overall call pick-up rate of 97 percent. To achieve these targets and to ensure measurability along the way, the carrier will gradually introduce new processes and systems worldwide.

“We have all experienced this: spending valuable time waiting for a call to be answered. Especially in business, customers cannot afford to waste time waiting. By promising to always be accessible, we are underlining our dedication to swiftly respond to our customers’ needs“, says Juan Carlos Duk, Managing Director Global Commercial Development. “Targeting a high level of customer service has always been a key aspect in our Strategy 2023. Picking up the phone fast, avoiding delays and significantly reducing abandoned calls is a huge step to enhance our customers’ experience each time they contact our Customer Service. We understand that it is our responsibility to respect their time.“

To put its promise into practice, Hapag-Lloyd has started to standardize internal processes, reorganize points of contact and implement a new unified contact center. A new case handling system, together with an advanced phone system provides the necessary options to personalize all communication. After a particular PIN, case or shipment number has been entered into the system, each customer will be connected directly to the right Customer Service expert. In future, every call

PRESS RELEASE

shall be proceeded within seconds. Once rolled out globally, the phone setup will offer the same menu choices and functionality in each country, thus reducing any inconvenience or customer uncertainty.

Hapag-Lloyd offers insights on its performance on "Always Accessible" via its Customer Dashboard. Here, customers can track pick-up times and the number of abandoned calls on a global as well as on individual customer level.

By promptly providing a tailored and industry-specific service, Hapag-Lloyd aims to strengthen its customer ties and move another step closer to its overall goal of becoming "Number One for Quality".

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About Hapag-Lloyd

With a fleet of 257 modern container ships and a total transport capacity of 1.8 million TEU, Hapag-Lloyd is one of the world's leading liner shipping companies. The Company has around 13,900 employees and 418 offices in 137 countries. Hapag-Lloyd has a container capacity of approximately 3 million TEU – including one of the largest and most modern fleets of reefer containers. A total of 129 liner services worldwide ensure fast and reliable connections between more than 600 ports on all the continents. Hapag-Lloyd is one of the leading operators in the Transatlantic, Middle East, Latin America and Intra-America trades.

Disclaimer

This press release contains forward-looking statements that involve a number of risks and uncertainties. Such statements are based on a number of assumptions, estimates, projections or plans that are inherently subject to significant risks, uncertainties and contingencies. Actual results can differ materially from those anticipated in the Company's forward-looking statements.

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