Our Quality Promises to You

01/09/2020 Hamburg
Quality is at the core of our “Strategy 2023”

- Deliver unparalleled quality, be customer-oriented, and create value for customers as well as for Hapag-Lloyd
- Reinforce strongholds
- Expand in key growth markets
- Be profitable throughout the cycle
What does this mean for you?

Our Strategy 2023 puts you, as our customer, at the centre of focus

Our Vision:
To be the benchmark of the container shipping industry and set the quality standards, thereby creating genuine value for you

Hapag-Lloyd – Number one for quality
We have already launched our first four quality promises as well as our Quality Promise Dashboard, and we will launch the remaining six promises in the upcoming quarters (until the end of 2021).
Our first Quality Promise: Fast Booking Response

What does this quality promise mean?

We have set ourselves the goal to issue booking responses within one business hour in 85% of cases and within eight business hours in 98% of cases.

What is in it for you?

When placing a booking with Hapag-Lloyd, we want to ensure that you enjoy a fast, easy and transparent booking process. Providing you with the peace of mind that your booking has been received and confirmed will allow you to focus on other tasks and priorities in your busy schedule. At Hapag-Lloyd, we make it a priority to support you in running a smooth business wherever we are involved.

Where do we need your close collaboration?

To help us deliver, we need you to commit to submitting accurate and complete shipment details for each of your booking requests.
What does this quality promise mean?

We have set ourselves the goal to send our customers a draft bill of lading within four business hours in 80% of cases and within eight business hours in 95% of cases. In addition, we aim to provide the final bill of lading after one business day of vessel departure in 95% of cases.

What is in it for you?

When Hapag-Lloyd handles your shipping documents, we ensure accurate and timely delivery of your draft and final bills of lading. Minimizing the time spent on continuous amendments and changes can thus be reinvested elsewhere in your daily work. Receiving well-documented proof of shipment for your customers, banks, and/or insurance company can also play an important role for you in obtaining things (e.g. payments) sooner rather than later from various parties.

Where do we need your close collaboration?

To help us deliver, we need you to commit to providing accurate and complete shipping instructions in a single submission before documentation cut-off.
Our third Quality Promise: Accurate Invoicing

What does this quality promise mean?
We have set ourselves the goal to provide our customers with an accurate invoice at least 97 % of the time.

What is in it for you?
When Hapag-Lloyd handles the issuance of your invoice, we promise you an accurate receipt of documentation of what was mutually agreed. We believe that high transparency regarding your transportation costs can support you in your financial planning as well as in making risk assessments of potential revenue leakages resulting from incorrect invoicing. As a result, you will have more time to focus on processing invoices for payment rather than on processing for corrections.

Where do we need your close collaboration?
To help us deliver, we need you to commit to providing accurate and complete data inputs for invoice completion.
Our fourth Quality Promise: Loaded as Booked

What does this quality promise mean?

We have set ourselves the goal to load at least 95% of our customers’ containers as per the booking confirmation.

What is in it for you?

We understand that missed loadings bring downsides for you, such as delayed cargo, more administrative work and additional commercial costs. We will be sparing you these headaches and inconveniences by loading your cargo as booked. We will significantly lower the number of rolls, improve your supply-chain flow, boost your planning security and reduce administrative work related to rolled cargo. As a result, you will save not only time that you can devote to other important tasks, but also money through reduced commercial costs and liabilities. And you will be able to safeguard your reputation as a reliable logistics / business partner.

Where do we need your close collaboration?

To help us deliver, we rely on your good cooperation in gating-in your full containers as per agreement in the booking confirmation’s terms and conditions.
To boost our quality delivery, we also need your support and commitment

Delivering on our promises will only work if our customers are equally accountable for delivering on their commitments to Hapag-Lloyd. We call this mutual commitment the “handshake with our customers”.

This should be done in a spirit of genuine partnership, which we want to further strengthen with our customers.

**Customer Commitments**
- Provide accurate information on time
- Honour volume and booking commitments
- Make payments as agreed and on time
- ……..

**Quality Promises**
- Timely and accurate documentation
- Booked and loaded as agreed
- Fast issue resolution
- ……..
Customer Dashboard: Enjoy total visibility

What’s new?
After successfully launching our first four quality promises, we are now releasing the beta version of our Customer Dashboard, offering full insights into our quality delivery as well as your commitments to us. Benefit from our monitoring, tracking and transparency on both a global and individual-customer level.

How can I gain access?
You can access our new Customer Dashboard via the Hapag-Lloyd Navigator with your existing online business account. The (currently) four quality promises -- “Fast Booking Response”, “Timely and Correct Bill of Lading”, “Accurate Invoicing” and “Loaded as Booked" -- can easily be checked on the dashboard, as it transparently displays how Hapag-Lloyd is delivering on its promises. Check it out!

Do you have any questions regarding the various features of the Customer Dashboard?
Please reach out to your local Sales representative, who would be happy to provide you with more information on and give you a tour of the dashboard.
Customer Dashboard: Track our performance 24 hours a day, 7 days a week, 365 days a year

Are we keeping our quality promises?
Check to see how we are delivering on our quality promises compared to our targets. For any time. For any location. For any business we have delivered for you.

Which benefits will you enjoy?
- Improved transparency about our quality delivery performance
- Fact-based discussions with detailed information
- A clear idea of which services you can expect
- A clear picture of what you have received and paid for
- Hapag-Lloyd’s commitment to perform on quality
Our quality promises will be the foundation of our partnership with our customers and pave the way for necessary quality improvements in our industry. The promises are formulated in concrete terms to make our success measurable and to create full transparency. In this way, we are offering our customers direct added value.

Rolf Habben Jansen,
CEO at Hapag-Lloyd
Please contact us if you have questions!

Your local Hapag-Lloyd Sales representative would be happy to hear from you!

Find your local office here.
Forward-looking Statements

This presentation 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.