

# Hamburg Süd Heightens Customer Service by Minding the Data Gap

## A History of Service

With 150 years of history behind it, the container shipping company Hamburg Süd has always had a reputation for quality, reliability and flexibility. Now as part of Maersk, Hamburg Süd is an independent operating entity with 250 offices in over 100 countries worldwide. Its logistics experts offer custom-tailored logistics solutions with high levels of service to its core set of customers. Hamburg Süd provides shippers, freight forwarders and non-vessel-operating common carriers (NVOCCs) with personalized service. With approximately 700 vessels, 3.6 million units and 400 ports served by the Maersk Group, Hamburg Süd offers access to the world's largest vessel and container fleet, in addition to the leading network.

Hamburg Süd is one of the many ocean carriers in E2open's ocean carrier network. Shippers and freight forwarders access the network to view ocean rates and schedules, execute container bookings, submit shipping instructions and verified gross mass (VGM) data and monitor shipment milestones through track-and-trace capabilities.

## The Ability to Monitor Performance

Ocean carriers like Hamburg Süd have to provide their customers with timely in-transit status updates. In many cases, carriers commit to specific updates and timeframes in their contracts. With a major part of Hamburg Süd's market differentiation resting on customer service, delivering this data is business-critical and is also a major competitive advantage. Shippers rely on this timely information to minimize delays and costs, keep supply chains running smoothly and ensure service levels to their own customers.

Carriers of all types are expected to share information about specific track-and-trace shipment events with relevant stakeholders in a unified manner to avoid miscommunication and time-consuming data cleansing efforts. These vital updates enable shippers to conduct operations based on reliable, timely data about the movement of their goods. E2open® provides this information in dashboards. Customizable view settings with multiple filters and features enable users to quickly personalize views for individualized analytics and metrics. User-friendly interfaces and explanatory visuals help shippers identify risk and analyze the performance of carriers with ease.

Carriers typically have service-level agreements that obligate them to provide specific updates to shippers within a specific time frame — for instance, how long it takes to respond to a shipper with a booking confirmation or whether complete milestone updates are provided timely. However, this data often comes from various parties, so carriers like Hamburg Süd are reliant on others to provide the updates that shippers expect.

Previously, carriers on E2open's network received a monthly data-quality report in PDF format, with only aggregated service level statistics showing how comprehensive their track-and-trace data submissions were for the period covered. However, the summary only focused on critical container status events and did not report on all of the event messages they had transmitted or were missing.

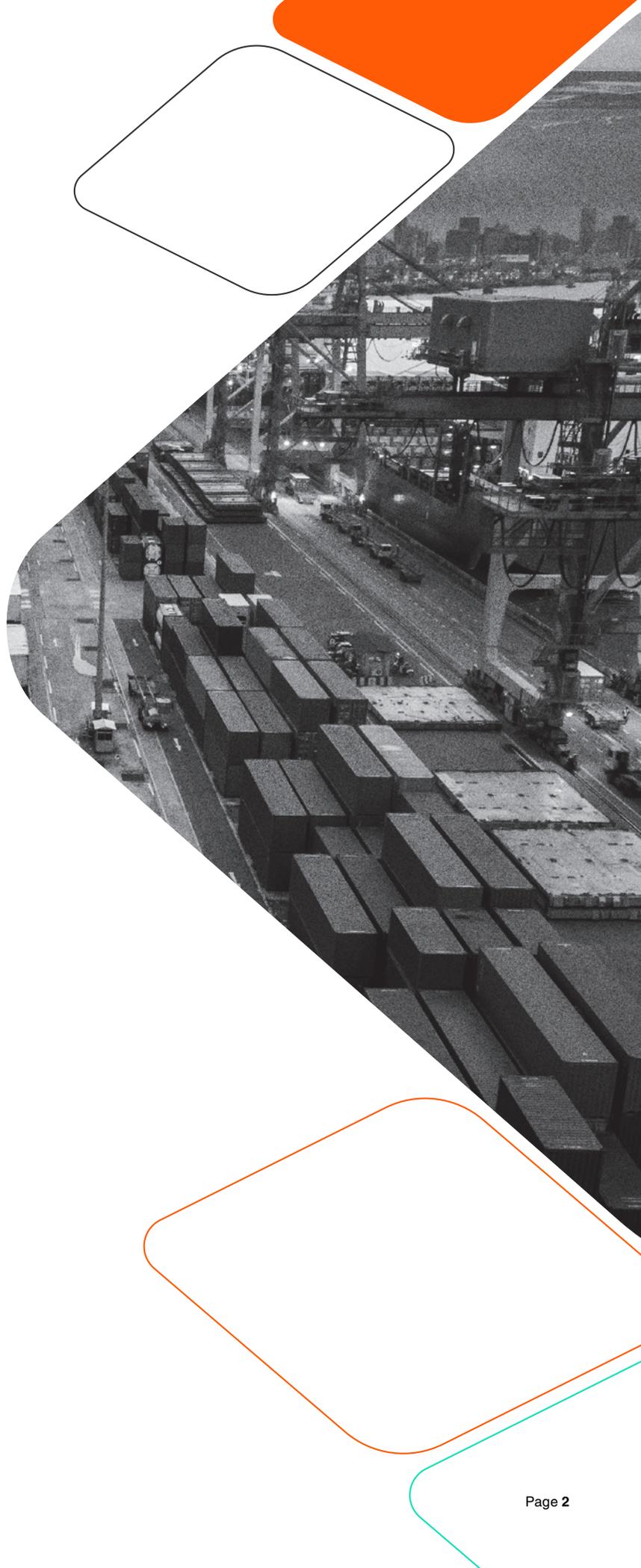
While these monthly reports provided value, Hamburg Süd identified the need for deeper analytics to better understand regional and local challenges to timely message delivery. With more detailed and granular-level information, the carrier could increase operational efficiencies and improve service levels. With access to the same — or better — data as shippers, the company would be able to improve its performance related to response times, port activities, dwell time and completeness of track-and-trace data submissions.

## Why E2open?

Hamburg Süd was one of the original participants in E2open's network when various major carriers joined together in 2001 to offer services on a consolidated platform. This platform already handled Hamburg Süd's customer bookings and the carrier's track-and-trace data, so the development of carrier-specific dashboards was a natural extension. Through these dashboards, Hamburg Süd is able to aggregate more data and provide crucial insights about shipment event statistics, in turn, satisfying customers' need for visibility.

## Carrier Data Leveraged for Performance Measurement

Since the shipment event data was already captured in the platform, this interactive visual dashboard enabled Hamburg Süd to view its performance across all lanes and regions. "We are always working proactively to ensure our customers have the highest levels of service from Hamburg Süd. The dashboards could be used to brief our senior leadership all around the world and to show our customers how well we are performing with their shipments," said Anna Archipow, Lead for Customer Order Management with Hamburg Süd.





## E2open Application

To ensure it is providing the best service levels, Hamburg Süd helped ideate and develop new analytics capabilities in E2open's Shipment Bookings and Instructions application. This is part of E2open's Transportation and Logistics suite of intelligent applications.

## Collaboration to Provide the Valuable Reports Carriers Need

E2open's product management and development teams were eager to work with Hamburg Süd's customer service teams to create a range of dashboards specifically to address carrier performance. The teams worked closely to develop dynamic, customized views for container shipments in-transit by customer, country and multiple events.

Capabilities were added to allow granular-level analysis of port activities to identify potential performance variations in different regions. With the added ability to drill down to the customer level to address specific needs, any potential issues can be understood. A new measurement for submission timeliness was also added so Hamburg Süd could measure how quickly customers receive the required updates. By understanding their level of responsiveness, the company's decision-makers can work to ensure they provide the highest levels of customer service while, at the same time, growing the business.

Armed with a direct understanding of customer needs, E2open added carrier-specific views to the analytics dashboard in E2open Shipment Booking and Instructions. These aggregate all the ocean tracking event data from multiple sources into a single user-friendly interface. Custom filters and visuals enable carriers to optimize their operations by leveraging this critical performance data and behaviors in multiple scenarios. Carriers also get a complete portfolio of reports, providing a comprehensive overview of shipment performance, reliability and container status event reporting completeness.

## Benchmark Data for Operational Improvement

Hamburg Süd's customer service teams now regularly review the data and work to improve the company's performance overall or on specific lanes and shipments. For example, though the industry benchmark for timeliness is around two hours, there were regions where specific event messages were taking 24–48 hours before being sent to customers. The company identified these gaps and took strong measures to resolve them. Since implementation, carrier event status performance has increased from less than 50% to around 90%, leading to improved customer service levels.

Arne Eckhoff, Hamburg Süd's IT Manager eCommerce, said, "The general goal for data completeness is agreed upon with each customer as part of our service level agreements in the contract. Using the dashboard from E2open, we can see our performance in color-coded reports and share these with our customers." These critical conversations aid customer retention and help Hamburg Süd maintain its reputation for quality. Since they began utilizing the dashboard, leaders at Hamburg Süd have also identified areas where they can reduce costs and improve speed.

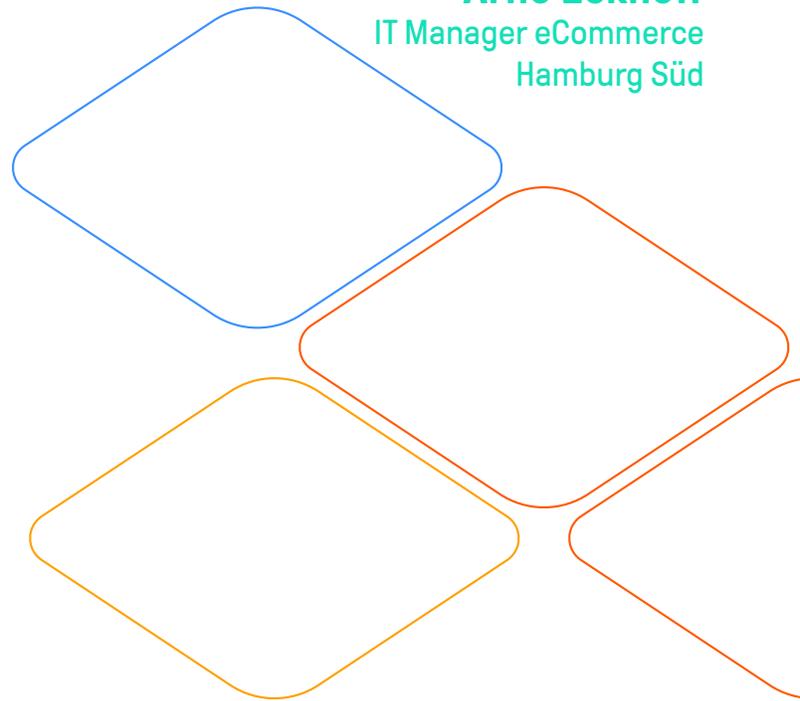
As a result of the enhanced analysis and data visualization in E2open Shipment Bookings and Instructions, Hamburg Süd is able to ensure top-shelf customer service by improving its completeness percentage as well as decreasing the average time it took to send container status events to its customers. The carrier dashboard has become a vital tool to monitor an essential service for its customers.

### About E2open

At E2open, we're creating a more connected, intelligent supply chain. It starts with sensing and responding to real-time demand, supply and delivery constraints. Bringing together data from customers, distribution channels, suppliers, contract manufacturers and logistics partners, our collaborative and agile supply chain platform enables companies to use data in real time, with artificial intelligence and machine learning to drive smarter decisions. All this complex information is delivered in a single view that encompasses your demand, supply and logistics ecosystems. E2open is changing everything. *Demand. Supply. Delivered.* Visit [www.e2open.com](http://www.e2open.com).

“The drill-down capabilities allow us to do post-shipment analysis to improve our performance in the future. It is helpful to do this by region, country or shipment to get a full picture of the scenario. The tools in the platform have allowed us to use the data to look for areas where we can improve and provide the best service to shippers.”

**Arne Eckhoff**  
IT Manager eCommerce  
Hamburg Süd



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