

LogiSYM

The Magazine for Supply Chain Executives

MAY/JUNE 2019

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**EARLY DAYS FOR
BLOCKCHAIN - BUT THE
FUTURE IS BRIGHT!**

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**8 TIPS TO BRIDGE THE
GAP BETWEEN CUSTOMER
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 **The Logistics & Supply Chain
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The Official Journal of The Logistics & Supply
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**Early Days for
Blockchain -
*but the future
is bright!***

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from the editor

...trade continues to flourish with big opportunities even if the big boys are having a major quarrel!

Dear Readers,

It is with great relief that we have so many diverse trading opportunities around us. The traditional ways of doing things and relying on the same prime movers, is clearly changing.

The opportunities we see, come from many avenues. The emergence of new technologies, new trading players and the willingness to find innovative solutions in reaching deals, will drive growth and development in trade.

The reliance on the traditional channels, have significantly lowered. And whilst we the US and China battle it out on re-setting the rules, the rest of the world, is not standing still to wait for an outcome.

But as the US- China trade talks seem to be the key focus, there are other tensions in trade. The US-EU have their own issues to deal with. And between the EU-China, there are also tensions than need to be resolved.

Whether we agree or disagree with the hard posturing of US & China on tariffs talks, we have to acknowledge that a reset in trade re-balance is due. China whilst a great driver for opportunities has achieved its growth through a well defined rule book, enabled by a peaceful world order and strongly supported by the West (mainly EU), in particular US.

A successful outcome from the big 3 trading blocks tensions, will have mutual benefits for many. This will allow new dynamics to evolve. We will undoubtedly see a more dominate China, who we hope will preserve the international rules that have enabled her rapid flourish in economic growth and world class infrastructure developments.

But I am impressed to see how Turkey is forging new trading partnerships and evolving new relationships without the reliance on the old norms. She is for sure setting new paradigms

in trade alliances, whilst strongly embracing a digital economy. As Turkey embarks on a pro-business agenda, she is engaging all of the big players – US, EU Countries, China, Russia as well as key Regional players in MEA (Middle East & Africa)

A prominent Turkish Business writer – Tamer Isitir, puts is very nicely – “trade wars puts the world into a new orbit. While the main actors are trying to curb each other with various instruments, the remaining countries are clear – Make Trade not War!”

What will create a break through to trade agreements ? It is of course the desire at industry levels to have fair access and trading terms. In Turkey there is a strong focus on several key industry sectors. This initiative is attracting FDI inflows from all major players and industry sectors. The top 4 sectors that account for 79% of total FDIs, are finance, manufacturing, energy and ICT services.

Such “open-for-business” policies are more effective when trading partners also focus on efficient operating infrastructures, supported by smart IT systems and business enablers. In the end it comes down how effective an Enterprise can operate and gain a competitive advantage from their supply chain and the enablers around their business.

Happy reading & good wishes from the Editorial Team at LogiSYM!

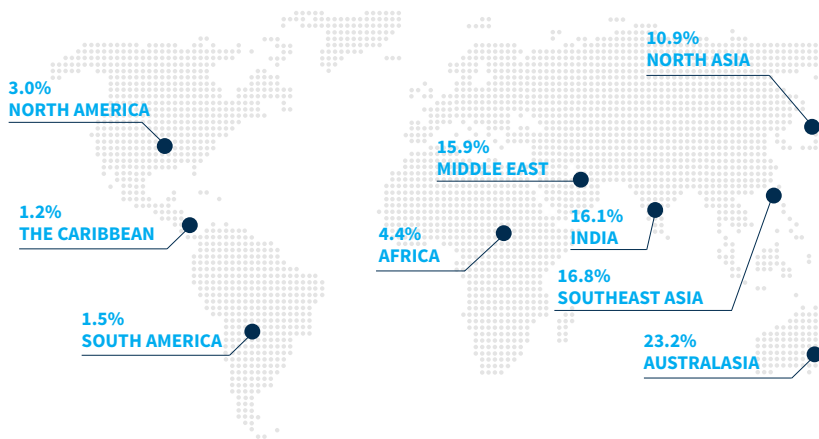
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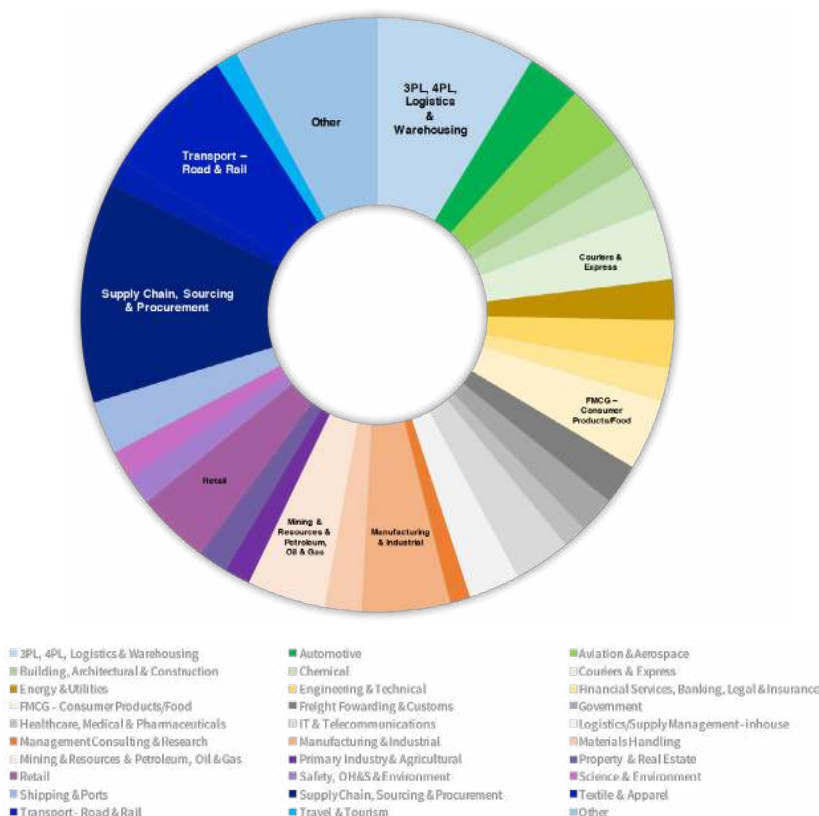
LogiSYM Magazine FACT SHEET

CIRCULATION PROFILE

BY COUNTRY



BY INDUSTRY



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PER YEAR

73,000
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a word from the president

Always Moving Forward

By the time many of you read this we will be in the final stages of LogiSYM Malaysia and would have already started working on LogiSYM Dubai. The team of volunteers that are industry professionals like yourself and who make up the backbone of LogiSYM, the LogiSYM staff and our partners in the respective geographies will all be working hard to make these events a success.

They will be doing all this whilst dealing with exciting new developments internally and also with developments on the world stage that has everyone guessing what the next 12 - 24 months will look like from a trade and economic perspective.

That old cliché, Nothing Is As Constant as Change is never more true than it is today and with all this churn and confusion, opportunities exist and to those with the flexibility, vision and fortitude - and perhaps a little bit of luck - the time to move forward and act is NOW. Where most will take a retrograde

action or just a wait and see attitude new opportunities are created daily and those who seize it can leapfrog ahead of their competition.

I am not advocating that you should jump ahead at the first opportunity that comes along but taking a calculated risk and seizing opportunities is what 'separates the men from the boys (or girls)'. The team at LogiSYM is doing just that and we plan to be alongside you every step of the way as you move forward in your Supply Chain journey.

Please keep those comments and feedback coming and I wish you every success in your adventures.

Raymon Krishnan, FALA, FCILT

President

*The Logistics & Supply Chain
Management Society*



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KEYFIELDS
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WHAT DOES THE FUTURE LOOK LIKE?

Digital revolution is changing the World

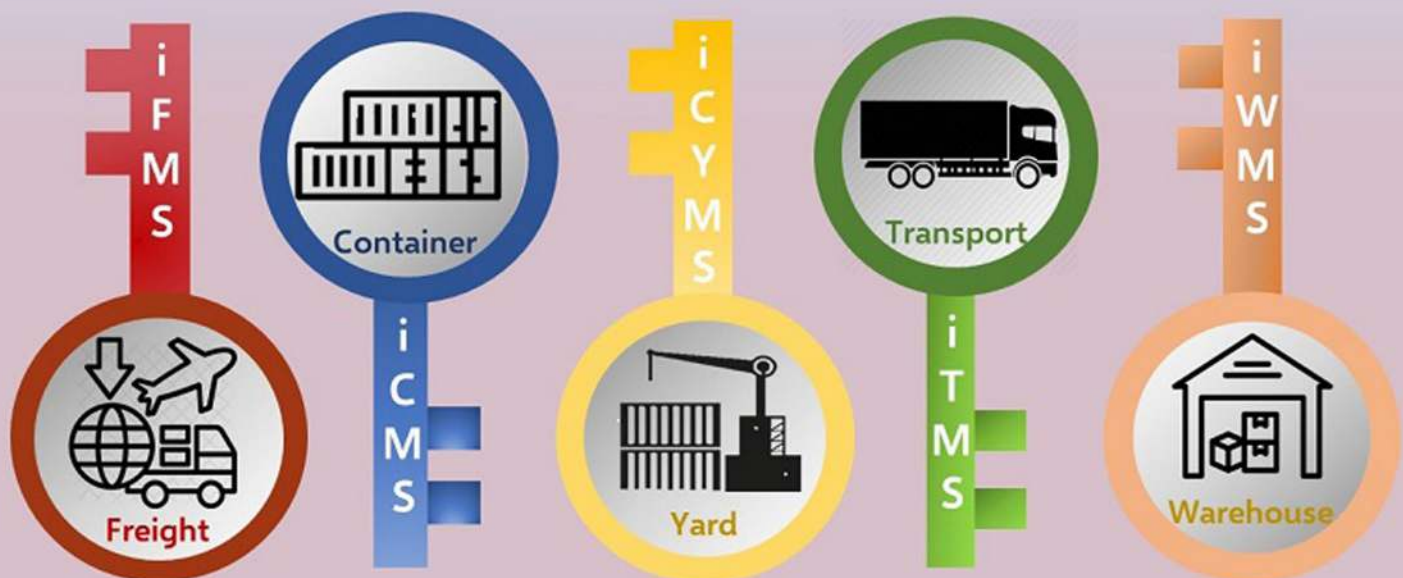
In today's transport and logistics industry, it is not survival of the fittest; It is digitization to be the fittest. Being digitally fit means having the right information at the right time to make the right decisions. Be digitally fit to stay in the lead!

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Digital Strategy, Transformation &
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Port of Rotterdam

Passionate about digitalization & analytics, driving performance and growing business through connecting and developing people. Martijn has a strong international track record in Operational Management, Business Development, Strategy and Business Transformations. Coming from an Supply Chain Management background, he now focusses on building and growing business by adding value using digital innovations.



Murad Mirza

Organisational Development &
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Murad is an innovative thinker and an astute practitioner of areas within and associated with the fields of Organisational Development, Talent Management & Business Transformation. He has worked in various geographical regions across the world. He has a rich history of delivering desired results for progressive organisations ranging from SMEs to Large Corporate Entities. His scholastic accomplishments have been affirmed by induction into Beta Gamma Sigma, an International Honor Society, as a Lifetime Member. He is also a globally published author and an active contributor to various professional forums.



Joshua Poh

Marketing Manager
Parcel Perform

Joshua is the Marketing Manager at Parcel Perform, a global tracking management solution that supports e-commerce merchants & enterprises in managing the complexities of e-commerce logistics and fulfillment.

At Parcel Perform, Joshua leads Parcel Perform's digital, content marketing initiatives and all other related marketing and branding efforts. He is an experienced marketer in the B2B software space and currently writes about e-commerce logistics and customer experience for Parcel Perform's blog.

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LogiSYM
The Magazine for Supply Chain Executives



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Management**



**Transport
Assignment**



**Time Slot
Management**



**Real Time
Visibility
by sixfold**



**Mobile Order
Management**



Reporting



Billing



**ERP
Integration**

IATA Cuts Annual Air Cargo Traffic Growth Forecast Citing Trade Frictions, Brexit

The International Air Transport Association (IATA) on Tuesday nearly halved its annual forecast for traffic growth in the air cargo market to 2 percent citing trade frictions, Brexit and anti-globalization rhetoric.

That is lower than a previous estimate of 3.7 percent traffic growth issued in December and leaves airlines more dependent on passenger revenue for growth.

"Developments in the political climate are not going in our favor," IATA Director General Alexandre de Juniac said at an air cargo conference in Singapore.

Weaker global economic activity and consumer confidence led to a 1.8 percent fall in global air freight traffic in January, marking the worst monthly performance in three years, IATA said last week.

In 2018, air cargo traffic grew by 3.5 percent, which was well below the extraordinary 9.7 percent growth during a re-stocking cycle in 2017.

Asian airlines have an outsized role in air freight, accounting for nearly 40 percent of the global market because the region is a manufacturing and e-commerce hub.

IATA last week said air cargo demand in Asia fell by 3.6 percent in January due to weaker manufacturing conditions for exporters in the region, ongoing trade tensions and a slowing of the Chinese economy.

Association of Asia Pacific Airlines Director General Andrew Herdman said e-commerce remained strong but slowing export orders had pushed down overall cargo demand.

"The first quarter looks weak from a macro-economic outlook but as for the rest of the year it very much depends on whether these trade disputes drag on or whether there are some resolutions," he told Reuters in an interview on Monday.

Cathay Pacific Airways Ltd (0293.HK), Air China Ltd (601111.SS) and Singapore Airlines Ltd (SIAL.SI) are among the world's top 10 cargo airlines. All three reported falling demand for international cargo during January.

"The air cargo industry continues to face challenges from the evolving world trade tensions," Singapore Airlines CEO Goh Choon Phong said on Tuesday. "World trade is at a crossroads given the protectionist stance taken by some parts of the world."

Aero Africa Opens a Control Tower Office in Shanghai

Air cargo management group Aero Africa has opened a centralised customer service and solutions centre in Shanghai.

Managed by Eric Dong, who has experience in the Chinese airfreight market, the control tower office will be responsible to sign local and independent

customer service agents in the Asian region.

It will also assist them in promoting its African final mile

logistics solutions and gateway cargo services.

Juergen Anwander, director business development and compliance, said: "Earlier this year Aero Africa launched neutral scheduled consolidations with competitive airfreight wholesale rates from the major Chinese gateways to JNB, CPT, NBO and LOS.

"In partnership with 20 carriers, we offer scheduled cargo services and maindeck solutions from our gateways in EU, UAE, JNB, NBO to more than 60 difficult to reach destinations in Africa exclusively to freight forwarders."

He added: "Our main focus is airfreight of in-transit cargo from Asia and the Americas as these markets historically have lack of space on first sector, limited main deck capacity directly into Africa and much higher end to end rates as a direct through master air waybill to Africa."

Aero Africa will this year deploy sea-air solutions ex-Asia for Africa via Jebel Ali, Mombasa and Durban, as well as express and time critical solutions "tailored exclusively" for the Africa marketplace. It is also extending its airline brokerage solutions to include new carriers and new scheduled consolidation origins

from those already available. Jamie Anderson, director African solutions, stated: "With an African network in over 84 airports, covering all 54 countries, and with selected trusted air cargo professionals in each, we offer bespoke cost-effective solutions for Africa.

"This includes freight collect, airport to door, delivered duty paid, neutral break-bulk, time critical, project air cargo, as well as final mile solutions including services to remote difficult to reach destinations in Africa, all through one single point of contact, control, and management as Aero Africa.

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ABOUT US

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cargo-partner Solves Project Cargo Challenges with River-Sea Transport Solution

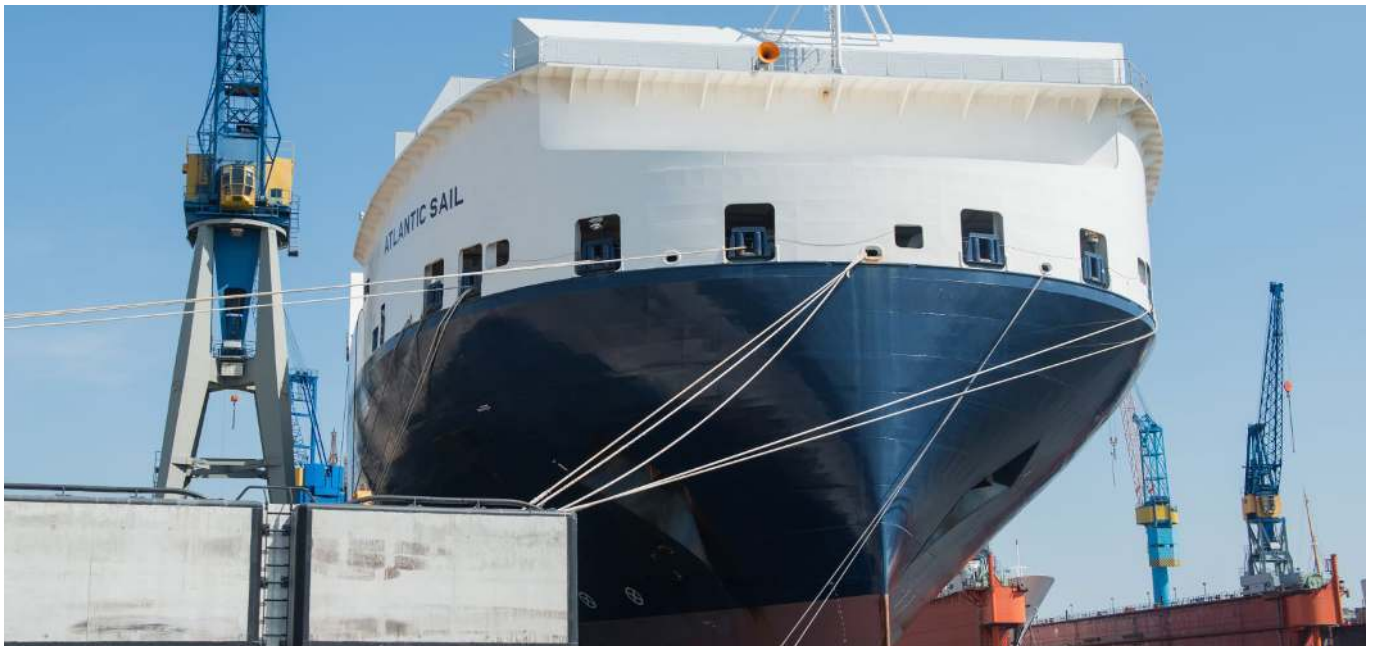


Image: In January 2019, cargo-partner transported a shipment consisting of 56 rolls of conveyor belts with a total gross weight of over 990 metric tons via the Danube river. © cargo-partner

Since the introduction of cargo-partner's combined river and ocean freight solution by the company's Serbian branch at the end of 2018, the logistics provider has solved several interesting project cargo challenges by making use of this new service.

The Serbian branch of cargo-partner introduced a new river and sea transport service in December 2018. The logistics provider offers solutions for a range of commodities including bulk cargo, project cargo, out of gauge (OOG), wide and heavy load transportation, and liquid cargo. In addition to short sea shipping services on the Black Sea, the Adriatic Sea, and the Aegean Sea, cargo-partner provides transport

solutions via the Rhine-Maine-Danube Waterway, which directly connects 14 European countries along inland waterways and traverses all European regions. Transshipments can be organized in all the major ports in the region: Constanta (RO), Regensburg (DE), Belgrade (RS), Pancevo (RS), Smederevo (RS), Reni (UA) and Izmail (UA). Additional services include lashing, securing, and dunnaging of OOG cargo.

At the end of January, cargo-partner received an ideal opportunity to prove the flexibility of this service. An unusual solution was provided for a customer via the Danube River in close cooperation between the cargo-partner teams in Serbia,

Beijing and Tianjin. The client was expecting an urgent break bulk shipment of conveyor belts which was on its way from Shanghai to the Port of Constanta, Romania. The shipment, consisting of 56 rolls of conveyor belts with a total gross weight of over 990 metric tons, had to be delivered to Smederevo, Serbia no later than January 31, 2019. Due to a delay of the break bulk vessel's arrival in Constanta, the cargo-partner team had to complete the delivery within a very short time-frame. cargo-partner took over the shipment in Constanta and handled the transport via the Danube to Smederevo. The logistics provider handled every step of the process, beginning from discharge of the sea vessel

and loading onto the river barge at the Port of Constanta, up to cargo survey during discharge from the barge at the Port of Smederevo. Thanks to effective cross-continental cooperation between the company's teams in Serbia and China, the entire transport process – from the vessel's arrival in Constanta to unloading in Smederevo – was completed in only nine days.

In April 2019, the international logistics provider tackled another challenging project involving transport via the Sava and Danube rivers. A total of 4,000 cubic meters of boiler parts, including several out-of-gauge parts, was transported from Slavonski Brod to Belgrade on the Sava and on to Constanta via the Danube. For this project, cargo-partner organized three of the largest available barge types. Transport

“

Transport via inland waterways is a cost-efficient and ecologically sustainable alternative to road transport. Our specialized teams can draw on long-standing relationships with carriers and port operators and provide many years of expertise in project cargo, seafreight and inland waterway transport.

Mirko Ilic
Managing Director,
cargo-partner in Serbia

was especially challenging on the Sava, where navigation is difficult in certain points due to unstable water levels. To ensure smooth transport, cargo-partner worked

with a former captain who is experienced in navigating every corner of the river. Upon arrival in Constanta, the shipment was prepared for transshipment on the seagoing vessel to Turkey.

Mirko Ilic, Managing Director of cargo-partner in Serbia, is convinced that this new combined transport service will bring added value for cargo-partner and its clients: “Transport via inland waterways is a cost-efficient and ecologically sustainable alternative to road transport. Our specialized teams can draw on long-standing relationships with carriers and port operators and provide many years of expertise in project cargo, seafreight and inland waterway transport. This allows us to offer the most flexible solutions to our customers. We are confident that our clients will make increasing use of our new river-sea transport service in the near future.”

cargo-partner in Serbia celebrates its 15th anniversary in 2019 and currently has 100 employees at branch offices in Belgrade, Novi Sad and Subotica. The company provides a comprehensive range of air and sea freight as well as contract logistics and road distribution services for various industries, with special expertise in the transport of project cargo and live animals. Since 2014, cargo-partner operates a modern warehouse in Dobanovci near Belgrade offering innovative logistics, customs clearance and value added services.



Image: The Serbian branch of cargo-partner introduced a new river and sea transport service in December 2018. © cargo-partner

PSA and SATS Establish Sea-Air Connectivity to Promote Singapore as Key Multimodal Transport Hub



Image: The MOU was signed by (front left to right) Mr Yacoob Piperdi, Executive Vice-President, Gateway Services, SATS, & Mr Ong Kim Pong, Regional CEO Southeast Asia, PSA International, and witnessed by (back left to right) Mr Satvinder Singh, ACEO, Enterprise Singapore, Mr Alex Hungate, President & CEO SATS, Dr Lam Pin Min, Senior Minister of State for Transport & Health and Mr Tan Chong Meng, Group CEO, PSA International

PSA International Pte Ltd. (PSA) and SATS Ltd. (SATS) have today signed a Memorandum of Understanding (MOU) to provide cargo owners and logistics service providers with seamless connectivity for greater supply chain efficiency, and to boost Singapore's status as a key multimodal transport hub.

Enterprise Singapore facilitated the multimodal transport collaboration as the lead agency driving Singapore's growth as a global trade and connectivity hub. Combining sea and air connectivity services, the partnership between PSA and SATS strengthens Singapore's position as a global transshipment hub for air and sea cargo, paving the way for new business models and supply chain innovation. The freight industry, including small and medium-sized enterprises, also stands to benefit from improved multimodal linkages and transit systems for better supply chain efficiency, optimised transport

costs, and faster delivery.

PSA and SATS will collaborate on a wide range of cross-industry initiatives, particularly in the perishables, electronics, and e-commerce spaces. From "Yard-to-Port" data linkages and network extensions between both companies, to enhanced track-and-trace capabilities, the partnership will facilitate data transparency and ease of shipment movement within different free-trade zones (FTZs). For example, as the world's first ground handler to receive European Union (EU) approval as an authorised establishment for the provision of meat transshipment services between New Zealand and the EU, SATS' services could potentially be extended to new trade routes across both companies' networks.

Beyond physical cargo movement, SATS and PSA will also integrate their systems to aid regulatory compliance and build data analytics capabilities.

COSYS+, a comprehensive cargo terminal handling & management system operated by SATS, will be linked with CALISTA™, the global supply chain platform developed by PSA's subsidiary GeTS Asia Pte Ltd, to provide real-time updates and greater visibility for shipments transported via multimodal channels.

"When SATS became the world's first ground handler to provide multimodal meat transshipment services between New Zealand and the EU, we demonstrated that multimodal connectivity can attract higher trade flows. Today, we hope our cross-industry initiatives with PSA will now enable the whole industry to market efficient multimodal solutions globally, through Singapore," said Alex Hungate, President and Chief Executive Officer, SATS.

Mr Tan Chong Meng, Group CEO, PSA International, said, "Shippers are increasingly seeking innovative multimodal solutions for their cargo to reach their preferred markets competitively. This partnership with SATS will enhance Singapore's ability to offer unique air-sea multimodal connectivity to fulfil these demands. In addition, through digitally connecting CALISTA™ and COSYS+, we will be able to offer multimodal users greater visibility of their cargo and better protection of cargo integrity, with optimised transit times and costs."

Parcel Perform Expands into Europe; partners with Coureon Logistics



Image: L-R Arne Jeroschewski, Founder and CEO, Parcel Perform; Dana von der Heide, Founder and COO, Parcel Perform; Matt Menneke, Head of Sales DACH, Parcel Perform

- New Parcel Perform office in Germany to focus on the European markets
- Partnership with Coureon Logistics offers end-to-end e-commerce logistics management from parcel booking to parcel tracking across multiple carriers
- Global brand refresh of Parcel Perform along with new logistics intelligence feature introduced

Parcel Perform, the leading carrier-independent parcel tracking SaaS platform covering 600 logistics carriers worldwide, today announced its expansion into Europe with its new office in Germany. The new European team will focus on working with Parcel Perform's existing customers in Europe and further grow Parcel Perform's customer base in the European e-commerce markets. At the same time, Parcel Perform will partner with Coureon Logistics, a digital logistics provider for national and

international shipping, to offer end-to-end multi-carrier logistics management from parcel booking to parcel tracking for e-commerce retailers in Europe.

"We look forward to expanding our success into Europe. The e-commerce market in Europe is particularly exciting for us with e-commerce retail sales growing at an average of 12% per year. However, Europe remains an extremely complex continent from a supply chain perspective with a multitude of logistics players across all markets," says Dr. Arne Jeroschewski, Founder and CEO of Parcel Perform, "Our proven Parcel Perform platform aggregates and standardizes logistics data, allowing e-commerce businesses to track, analyze and predict parcel movements, enabling companies to make sense of their logistics data and better manage their operations. The market for customer experience, personalisation and tech-enabled logistics management is ripe for

growth and we are well-positioned to help companies grow in this area."

Parcel Perform's expansion into Europe comes on the heels of momentum for the company as it introduces a global brand refresh along with new logistics intelligence features on its platform. New features include enhanced real time reporting to analyze logistics performance and an improved dashboard with more detailed insights and intuitive overview of parcel statuses. This enables e-commerce businesses to improve customer experience, reduce customer service costs and optimize logistics performance.

"With over 600 logistics carriers integrated on Parcel Perform and thousands of customers worldwide, we have seen how parcel tracking data – when standardized and analyzed – can help e-commerce retailers grow. Our customers have seen at least 10% increase in revenue through upselling and increased touchpoints, 30% reduction in customer service costs and a 10% reduction in last mile costs by using Parcel Perform," added Dana von der Heide, Founder and Chief Commercial Officer, Parcel Perform. "We are excited to bring our platform to more customers in Europe and offer a tool to improve the overall e-commerce experience for end consumers."

Panalpina Singapore, L'Oreal Partner To Reduce CO2 Emissions With Biodiesel Trucks

Panalpina Singapore is jumping on the eco-conscious band wagon with the launch of a fleet of biodiesel trucks for its client, L'Oreal's Travel Retail Asia Pacific. The initiative supports L'Oreal's "Sharing Beauty With All" campaign, in which the cosmetics giant aims to reduce its global environmental footprint by engaging "100 percent" of its strategic suppliers to by 2020, and reduce its CO2 emissions from

transportation of their personal care products by 20 percent compared to its 2011 baseline.

The new trucks are powered by cooking oil waste collected from restaurants in Singapore. On average, 4,000 liters are collected daily – 90 percent of which is converted to usable fuel, Panalpina said. Other logistics industry giants like FedEx and UPS have launched similar initiatives

to reduce CO2 emissions from ground transportation over the last few years. The latter has said it plans for 25 percent of its purchased vehicles to use alternative fuel or be an advanced technology vehicle, which would be a 16 percent increase from 2016, while the former announced the purchase of 1,000 electric delivery vans to its fleet in November, which it plans to roll out over the next two years.

Ramco To Digitize South Asia Supply Chain

CKB, which provides supply chain solutions for industries such as heavy equipment, oil and gas, and construction, provides multimode freight forwarding services in multiple areas, such as project logistics, customs brokerage, and port management.

According to a statement, CKB has rolled out the first wave of 'Ramco ERP for Logistics', a digital solution expected to save costs and boost the efficiency of its warehouse operations. Ramco's multi-functional 'Logistics Suite' will also be utilized by CKB to manage finances, rating and billing, assets and transportation.

Additionally, the mobile-enable platform offers auto-picking configuration and end-to-end resource management, allowing CKB to track shipments for more effective planning processes.

Iman Sjafei, President Director of CKB Logistics, commented, "Logistics companies must digitize their operations to automate data-heavy processes, in order to stay flexible and meet rising consumer demand. "With Ramco's solutions, we aim to have a unified system that can centralize our organization-wide operations, ensuring streamlined and automated flow of information.

With Ramco, we plan to scale up our business processes and push our system's efficiency to greater heights aligning to our strategic vision."

P. R. Venketrama Raja, Chairman of Ramco Systems, added: "An ERP built for logistics service providers (LSPs) was an uncharted market opportunity. "We embarked on building this comprehensive suite to address the LSPs and have found very good traction, globally. The successful go-live at CKB will be a key milestone in our Logistics ERP journey."

Zebra Technologies Celebrates 50 Years of Innovating at the Edge

Zebra Technologies Corporation (NASDAQ: ZBRA), an innovator at the edge of the enterprise with solutions and partners that enable businesses to gain a performance edge, celebrates its 50th anniversary as it continues to empower the front line of business. Since the inception of its first printing prototypes in the late 1960s, Zebra has evolved into a trusted advisor to its partners and customers based on its legacy of innovation to help digitally transform the enterprise.

When Zebra and its partners deliver a performance edge to front-line employees, nurses spend more time at the bedside with a patient resulting in higher quality care, and retail associates check inventory and complete transactions without leaving the shopper's side. When Zebra integrates mobile printing and data capture solutions with cross-technology indoor location solutions, manufacturing plants and distribution centers become smarter environments in which production, fulfillment and shipping efficiencies are dramatically increased.

"We are proud to celebrate our half century milestone with our customers across the retail/ecommerce, manufacturing, transportation and logistics, healthcare, government and other industries," said Anders Gustafsson, Chief Executive

Officer, Zebra Technologies. "While Zebra has changed its stripes over the years, we are well-positioned to accelerate our strategy. With our network of specialized partners, we will continue to deliver industry-tailored solutions at the enterprise edge where there is an amazing amount of new growth and opportunities."

Zebra marks this 50-year milestone as a result of its consistent focus on the company's guiding principles. As digital technology transforms the edge of the enterprise, Zebra's purpose-driven design builds in ease of use, security and ruggedness with front-line users, workplace and workflows in mind.

Zebra enables customers to create smart, data-powered environments to better reflect what is happening at the edge of their operations rather than relying on traditional systems of record. And connected, collaborative mobile workflows powered by Zebra innovations allow those on the front line to optimize in-motion operations while linking together teams, assets and systems to deliver best-action guidance for business-critical decisions in real time.

Globally, Zebra boasts an impressive lineup of end-to-end products and solutions; including the popular TC5X touch computers and the LS2208 barcode scanner, as well as innovative products

like the MP7000 Grocery Scanner Scale, amongst others. With over 4,400 U.S. and international patents issued and pending, Zebra has been working to heighten investment in disruptive technologies – bolstered by acquisitions in recent years that include Motorola Solutions' Enterprise business, Xplore Technologies Corporation and Temptime Corporation.

Commemorating 50 years of innovation, this year Zebra will be introducing a new breed of products and solutions so businesses can anticipate implications and make best-action decisions based on real-time guidance. Collectively, these new products and solutions can help drive a truly unprecedented revolution in workforce mobility. Highlights include:

MC9300 Mobile Computers: The MC9300 enables businesses to modernize their mobile solutions to keep up with the growing demands of e-commerce while shortening training time, improving fulfillment speed and accuracy and increasing productivity by as much as 10% compared to competing devices.

ZQ600 Series Mobile Printers: The ZQ600 Series mobile printers are designed to print everything from shelf labels to item tags, markdown labels and sales receipts. The new printers enable peak performance for applications

such as pricing management and faster checkouts in retail stores.

MC3330R RFID handheld reader:

The MC3330R handheld RFID reader helps workers read both RFID tags and barcodes with point and shoot simplicity, and is sensitive enough to capture the most challenging of RFID tags – bringing a new level of efficiency to inventory and asset management.

“Asia Pacific is a very important region for Zebra. We anticipate strong growth owing to the rise of e-commerce, an increasingly connected workforce, and the confluence of Industry 4.0. The recent Intelligent Enterprise Index study Zebra conducted last year revealed an encouraging

trend – companies in Asia Pacific are moving the needle in the deployment and investment of the Internet of Things,” said Ryan Goh, Vice-President and General Manager, Asia Pacific, Zebra Technologies.

“In Asia, we are making waves in the areas of retail, transport, healthcare, logistics and manufacturing. Our momentum continues in 2019 as we pride ourselves with the broadest product portfolio of any other solutions provider in the industry.”

KEY TAKEAWAYS

- Zebra celebrates its 50th anniversary by delivering a performance edge to the front line of business across retail, manufacturing,

transportation, logistics, healthcare and government.

- Zebra continues to bring to market new and improved enterprise products – like the MC9300, the ZQ600 mobile and laser printers and the MC3330R handheld RFID reader – across its portfolio with new mobile computers, printers and scanners for unrivaled manageability.
- Zebra anticipates strong growth across Asia Pacific in 2019 thanks to the rise of e-commerce, an increasingly connected workforce, and the confluence of Industry 4.0.

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Early Days for Blockchain - *but the future is bright!*

The background of the page is a dark blue gradient. It features an abstract design of glowing blue cubes of various sizes, some of which are connected by a network of thin, light blue lines, suggesting a digital or blockchain theme. The cubes and lines are more prominent in the lower half of the image, creating a sense of depth and connectivity.

Blockchain has been a buzzword in the shipping industry for a number of years. But it has had many false starts with high expectations of what can be achieved.

The ultimate goal is to deliver a complete paperless integration within the international distribution chains. This would include the physical, administrative and financial streams of the supply chains.

"The Payments, administration and the physical transportation of containers are still, mostly entirely separate circuits. This results in delays and inefficiency as many parties are involved in the process. The transportation, monitoring and financing of a container should be just as easy as ordering a pizza online," according to Martijn Thijsen, Digital Strategy, Transformation & Business Development Containers, Breakbulk & Logistics for Port of Rotterdam(PoR).

So we might well ask, what is the long-term potential of blockchain technology?

"Technologies such as blockchain are starting to prove their added value. We are discovering new applications every day. So, we are only at the starting point, of an understanding and the unlock of the true potential of blockchain. The speed of developments is only going to accelerate in the coming years. But we have no idea of what is to come! However, I am certain it will massively impact and disrupt supply chain management as we know it," adds Martijn Thijsen.

For its part, the Port of Rotterdam has initiated a pilot based on blockchain technology, in collaboration with the Dutch ABN AMRO bank and Samsung SDS, Samsung's logistics and I.T. arm.

Using 'DELIVER', the BlockLab set up by the PoR, work is progressing on an open, independent platform. Its scope is to connect blockchains and other technological networks. This is intended to deliver an increased transparency and efficiency in the logistics chains.

"By bringing together physical, administrative and financial streams, we enable banks to co-finance an entire trade lane. When a container travels around the world, payment is usually not made until a few weeks later. This particularly affects small businesses. If a bank sees that the bill of lading has been transferred to the next party in the chain, it

can redistribute the money, and smaller parties can also get their invoicing and financing done. That is the added value of inclusiveness of trade," says Martijn Thijsen.

The pilot project initially concerns multimodal transport of a container between Asia and the hinterland of Rotterdam. Other trade lanes are already being considered for evaluation. In addition to the PoR, Samsung SDS and ABN AMRO, are also other parties who may also join in the future. DELIVER acts as a link between different blockchains and other networks.

"We act as a notary. We do not retain validated information from linked networks but pass it on."

The Port of Rotterdam's blockchain initiative, is part of its Port Forward Strategy. It also includes a range of digital tools that enables digitalization of Port

Technologies such as blockchain are starting to prove their added value. We are discovering new applications every day. So, we are only at the starting point, of an understanding and the unlock of the true potential of blockchain.

Operations and Supply Chain Efficiency and Transparency to be deployed and achieve a higher level of effectiveness.

These tools can also be used by other ports to raise their digital level of maturity. Examples include the "Pronto Tool" for Port Call Optimisation, the Streamline platform for streamlining container volumes and tools that are still under development, such as Boxinsider and an automated trucking solution. The tools contribute to the creation of a single point of truth.

The Port of Rotterdam uses them to optimise cooperation within the port community. They connect with hinterland parties which aims to use them for data exchange with ports and logistics players in the rest of the world.

"The need for clear and effective standards to manage data exchange in logistics chains is, growing worldwide. From our focus on both the momentum in the change evolving and the digital transformation, we have developed suitable tools to contribute and enable this crucial development.

This is good news for everyone!

For an independent service provider, we can offer neutral platform solutions from a non-commercial position. For a shipper, they can benefit from the latest neutral platform tools available. This will allow an easy adaption of shippers processes, whilst not having to be locked in with a service provider.

Creating a new digital work environment, with flexibility, scalability and choices of operators, is a very crucial step in the evolution of technology.

Creating a new digital work environment, with flexibility, scalability and choices of operators, is a very crucial step in the evolution of technology. Gone are the days when shippers had to be locked into single user providers or single use software that was hard and expensive to change.

"Digitally connecting ports

worldwide will be a step-by-step process. You can start simple, for instance, by exchanging ETAs. Currently, all ports are working on their digital transformation, often independently of each other. By joining forces, sharing data and working together, we keep logistics future-proof and expand the world of possibilities," concludes Martijn Thijssen.



Martijn Thijssen

Digital Strategy, Transformation &
Business Development
Port of Rotterdam

Passionate about digitalization & analytics, driving performance and growing business through connecting and developing people. Martijn has a strong international track record in Operational Management, Business Development, Strategy and Business Transformations. Coming from an Supply Chain Management background, he now focusses on building and growing business by adding value using digital innovations.

Within Port of Rotterdam, Martijn is responsible for setting and activating the strategic digital agenda for the commercial departments. This means coordinating and driving the digital commercial strategy and translate this into tangible objectives. The key here is to Identify potential and create business opportunities, new business models and the possibilities it creates in order to transform the Port Of Rotterdam to its future proof role in facilitating and accelerating Supply Chains with digital business solutions and platforms.

8 Tips to Bridge the Gap Between Customer Expectations and Customer Experiences in eCommerce



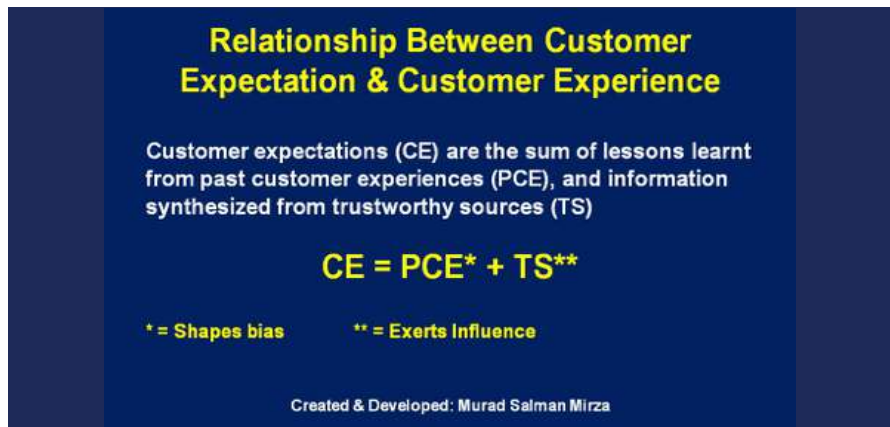


Image 1: Relationship Between Customer Expectation & Customer Experience

The Digital Age has empowered the customer like never before! This is especially true within the realm of eCommerce. I suppose this due to the alluring promise of better deals, optimized convenience, faster deliveries, broader choices, desired qualities, and customized services.

This has emboldened Customers, who has become more demanding in their expectations. Consequently, organizations investing in technology as well as in extensive measures to understand their customers. However, it remains a daunting challenge to meet/exceed customer expectations, as these are very dynamic nature. Further exacerbating is the nagging fear of disruptive influences that can not only impact products/services. Other challenges include radical changes in the relevant ecosystem, e.g., Amazon disrupted/transformed the ecosystem of conventional retailing through online dominance and forced key competitors like Walmart to rethink their strategies for staying relevant and competitive in the Digital Age.

A simple way to visualize the relationship between customer

expectations and customer experiences is seen in the image above.

The image (*Image 1*) above is a qualitative characterization of the relationship between customer expectation and customer experience.

If the Past Customer Experiences (PCE) with respect to a eCommerce provider are equal to zero, i.e., a first-time interaction, then the Customer Expectations (CE) are totally reliant on Trusted Sources (TS), e.g., family, friends, acquaintances, prominent

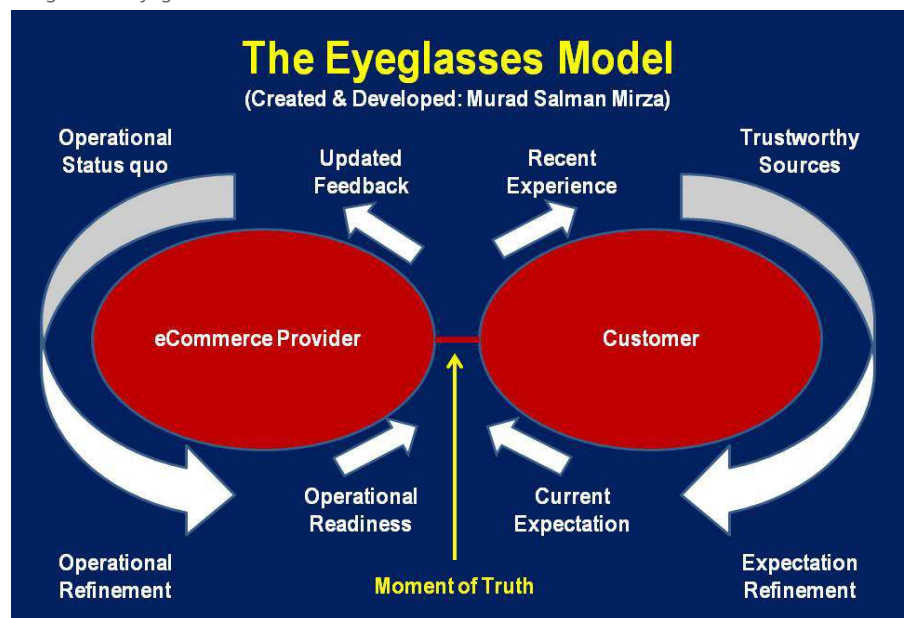
multimedia sources, marketing material from the eCommerce provider, customer's own self-confidence on random research or experiences with other service providers, etc.

On the other hand, if both PCE and TS are equal to zero, then the customer is in the exceedingly rare position of proceeding with no expectations and is exposing himself/herself to an uncalculated risk. The interaction between an eCommerce provider and the customer can be illustrated through 'The Eyeglasses Model' (see below *Image 2*).

The 'Moment of Truth' depicts the stage where customer expectations are gauged against actual customer experiences that takes place between an eCommerce provider and the customer through an online channel, e.g., website, app, personal digital assistant (PDA), Virtual Reality (VR), Augmented Reality (AR), hologram, etc.

The left side shows the readiness

Image 2: The Eyeglasses Model



and refinement of the operational cycle for the eCommerce provider, while, the right side shows the initial and subsequent refinement of the expectation cycle of the customer, before and after the interaction between the two parties.

Know Your Customers Comprehensively

This refers to having a profound understanding of the customer needs and expectations. It goes beyond the comprehension of rudimentary demographics and incorporates sensitivities, tendencies and inclinations that have to be 'dug out', especially, as organizations seek a global footprint. This includes:

- **Demographics** (age, gender, location, etc.)
- **Preferences** (brands, next best alternatives, fashion conscious, deal seekers, etc.)
- **Likes & Dislikes** (products, process, placement, positioning, pricing, etc.)
- **Sensitivities** (social causes, environmental concerns, behavioral triggers, religion, ethnicity, gender, privacy, security, etc.)
- **Habits & Frequencies** (how often they shop, what time they shop, seasonal surge, buying small or bulk, etc.)
- **Personalities** (prone to criticize, mostly silent, easy to delight, positive mindset, prolific reviewers, etc.)

These aspects need to be consistently monitored at periodic intervals since bridging the gap between customer expectation and customer experience is a journey and not a destination as

customers continue to evolve in their needs and expectations.

Awaken the 'Silent' Customers

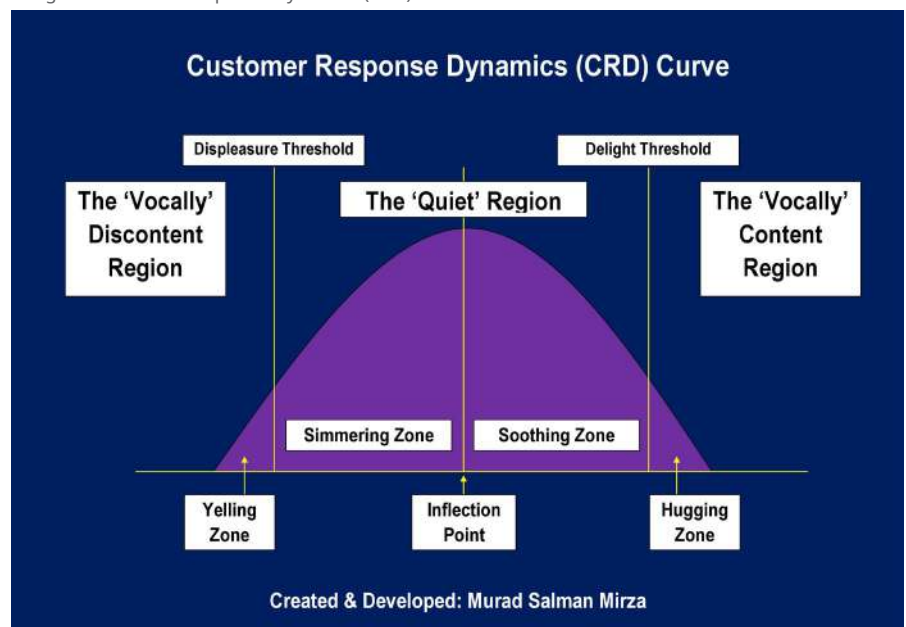
This refers to establishing an active channel of communication with the customers who are not prone to providing feedback. They are usually in the majority and have to be coaxed into sharing opinions/perspective about their experiences. A visual depiction of the respective phenomenon can

A prudent approach to achieving success in the respective context is to always remember the golden rule that 'a silent customer is not necessarily a satisfied/happy customer'.

Focus on the Metrics that Matter to Your Customers

This refers to increasing emphasis on the metrics that hold significance for the customer, rather than, disproportionately

Image 3: Customer Response Dynamics (CRD) Curve



be seen in the following graphic (see Image 3):

Some of the initiatives that can be undertaken to increase the 'Voice of the Customer (VOC)' are: Online Feedback Form, Voice Mail Facility, Short Personal Interview, Dedicated Customer Online Forum, Prime Customer WhatsApp Group, General Customer Facebook Group, Research Focus Group, Incentive-Based Activities (Fun Runs, Barbeques, Random Draws, Sample Testing, Recycling Drives, etc.)

concentrating on those parameters that are more important for the eCommerce provider. For example, a customer attributes lesser significance to how much revenue is being earned from the sale of a certain product, how much does it cost to deliver that product to the customer and the mode of transportation utilized. What matters more to the customer is that they have a wide range to select the product, easy payment options, on-time delivery, without

eCommerce Service Evaluation

➤ Did you research/explore/seek guidance about the eCommerce channel before making a purchase? ➤ Did you know exactly what you wanted to buy? ➤ Were you able to buy exactly what you wanted to buy? ➤ Did you buy an alternative product instead of what you wanted to buy? ➤ Did the technology work seamlessly? ➤ Did you need human assistance at any point of the purchasing process? ➤ Was the human assistance given to you of a high quality? ➤ Did you receive your purchased item(s) within the stipulated time? ➤ Were there any quality issues with the received item(s)? ➤ Did you complain about any aspect of your buying experience?	➤ Did you face any issue with respect to product return or replacement? ➤ Was timely corrective/preventive action taken on your complaint according to your satisfaction? ➤ Was the delivery process seamless? ➤ Were you able to track your delivery? ➤ Was the delivery person courteous? ➤ Were you approached for feedback on the purchased item(s)? ➤ Was any aspect of the service a delightful surprise for you? ➤ Will you buy from the same eCommerce channel again? ➤ Would you rank this eCommerce channel higher than its nearest competitor? ➤ Would you recommend this eCommerce channel to your family/friends/acquaintances?
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Created & Developed: Murad Salman Mirza

Image 4: eCommerce Service Evaluation

damage, and the behavior of the delivery person. This can be visualized in the following case of a typical service evaluation within the eRetailing realm: (see Image 4)

Extracting information on relevant metrics from a customer perspective by utilizing appropriate means in awakening the 'silent' customer, enables organizations to increase the 'delight factor' in future transactions.

Don't Overpromise and Under-Deliver

This refers to a balanced approach in terms of upholding the 'actual' and 'psychological' pledge given to the customer by the eCommerce provider by leveraging the promise of technology and taking ownership of the whole interactive journey, including the 'last mile'. It focuses on cultivating and managing realistic expectations, which encompass:

- Broad Product Range (Preferred Brands, Next Best

Alternatives (NBAs), etc.)

- Conductive Types of Services (Multichannel, Multimodal, Omnichannel, etc.)
- Multimedia Communication Platforms
- Synergistic Channel Partners
- Astute Management of Regulatory Conditions

For example, an organization promising the delivery of products by drones as a competitive advantage has to be mindful of not only covering the delivery aspect within a stipulated time, but also, effectively catering to product return, product replacement, and product recall within a industry-leading standard. This includes answering questions like, what area can the drones effectively cover, how many drones can fly at any given time to meet the promised standards, what is a typical charging time for a drone to be put back into service, are there any weather conditions that affect the drone services, is there any alternative service available in case drone services are disrupted,

are there restricted zones where drone service cannot be done within the operational zone, what is the most effective way to retrieve a drone if it is damaged/lost/erratic during flight, what are the maintenance schedules for drones, what are the relevant regulatory conditions for drone operations, is there adequate remedy available in case of any litigation due to drone operations, etc.

A key pitfall to avoid in the respective context is to leverage breakthrough technology on poor/untested/immature service models. It often ends up significantly damaging the organizational brand due to the precipitous fall in the hype associated with the respective technology as it fails to deliver on its promise. Consequently, two simple rules should be followed in the respective context, i.e.:

1. ***Never promise what can't be feasibly delivered***
2. ***Once promised; deliver at all costs***

The aforementioned principles are especially significant for eCommerce providers that are operating in highly competitive markets since unpleasant experiences are like bad memories that tend to linger even after compensatory actions are undertaken and prone to 'healing times' that differ from customer to customer.

Customize 'Delight' Factors for Your Customers

This refers to the astute utilization of customer knowledge that pays

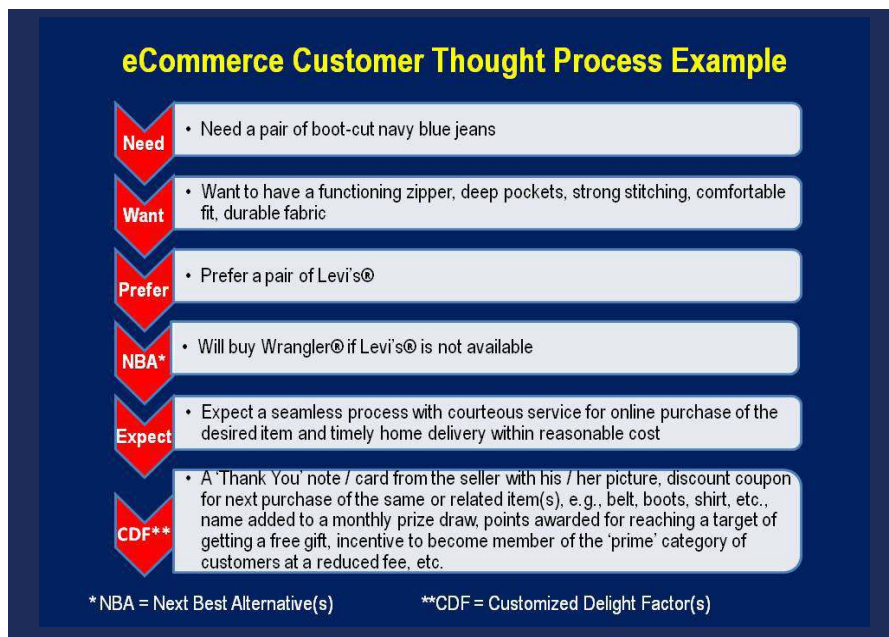


Image 5: eCommerce Customer Thought Process Example

heed to the fact that it is more important to know how your customers are making decisions, rather than, what decisions they have made. This provides an insight into the mindset of customers that can be leveraged to bridge the gap between customer expectation and custom experience through seamless service peppered with delight factors. This can be illustrated by the following example of a customer trying to buy a pair of jeans from an eRetailer: (see Image 5)

Gaining such insights and realizing the 'true' extent of success in such

initiatives can be ascertained from the various sources that have already been highlighted in 'Awakening the 'Silent' Customer' segment.

Take Good Care of Your Employees

This refers to realizing and framing the strategic focus of an organization with the 'human factor' being the key driving force behind superior eCommerce success, rather than, the overleveraging of groundbreaking technology. Such a strategic alignment can be visualized as follows: (see Image 6)

Image 6: Corporate Strategic Focus



This includes, the developers behind the maintenance and upkeep of the technology, customer service professionals addressing the concerns of fickle customers, distribution personnel ensuring the safe and secure product/service delivery in a timely manner, etc. Therefore, it is critically important for the eCommerce provider to 'own' as much of the 'journey' as possible that transpires between the initial contact by the customers and the actual service/product deliveries to them. A critical part of such an equation is to value the treasure trove of inherent talent by taking care of their needs and expectations through the 'prudently proactive', rather than, 'rationally reactive' institutionalization of enlightened policies/processes/procedures.

Following questions can be used as a guide in the respective context:

- Are they satisfied with the work environment?
- Do they feel empowered?
- Are they motivated to go above and beyond the call of duty?
- Does their voice count?
- Are their mistakes tolerated?
- Is their wellbeing given significance?
- Are they judiciously recognized and rewarded?
- Is the full spectrum of their capabilities known?
- Are they given an opportunity to display the widest bandwidth of their apparent and hidden skills?
- Is their training, learning, development, growth, and progression done in a timely,

effective and fair manner?

The aforementioned questions can also provide the basis for increasing employee engagement, targeted training and development, formulating succession planning, and boosting retention of desired talent.

Keep a Keen Eye on Your Current / Potential Competitors

This refers to having an effective means of business intelligence that can foresee/forewarn of the disruptive capabilities/technologies/knowhow being leveraged/developed by current/potential competitors with profound implications for relevance and competitiveness within the relevant industry. Some questions that can be used as a guide in the respective context are:

- Are you the best in the industry?
- Do you benchmark often?
- Are there any known rising stars within the prevalent competitive landscape?
- Is there any technology that can disrupt the current ecosystem?
- Do you need to significantly improve / radically change (transform) the current business practices?
- Can you transform within the available resources?
- Are you willing to pay the price for transformation, e.g., losing/retraining depreciating talent, restructuring the organization, reengineering business processes, upgrading the current infrastructure, investment in suitable technology, building

The 'SUBLIME' Approach to Organizational Transformation in the Digital World

Created & Developed: Murad Salman Mirza

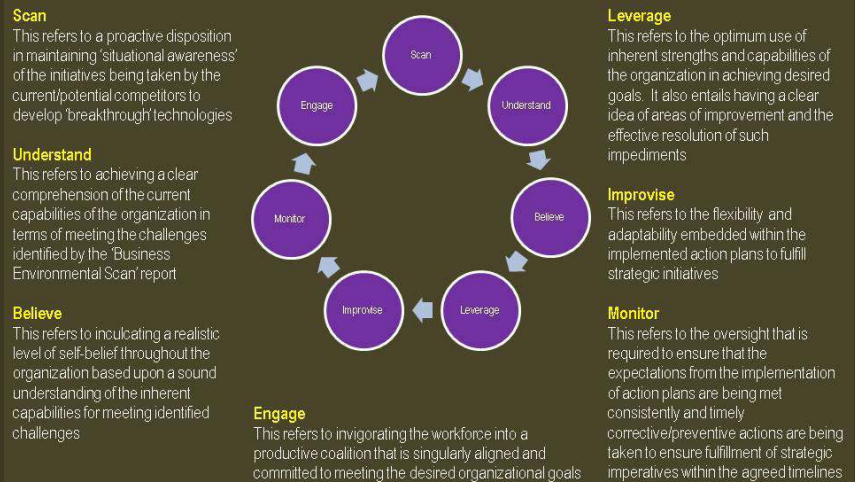


Image 7: The SUBLIME Approach to Organizational Transformation in the Digital World

a robust line of capable successors, changing current leadership, etc.

The following methodology can be used to supplement the aforementioned questions: (see Image 7)

Such vigilance needs to be carried out periodically to avoid becoming antiquated as a consequence of floating in the serene calmness of complacency emanating from the assuring sense of past achievements.

Always Open the Door to Innovation, Especially, from Unexpected Sources

This refers to the magnanimity displayed by the organizational leadership to new ideas / insights/ perspectives / approaches/ methodologies that can emanate from all levels of the corporate hierarchy. Such an approach requires the courage

to be delighted/surprised by the fruitful feedback from the conventionally marginalized/undiscovered/hidden parts of the 'organizational brainpower' in taking strategic/operational decisions. For example, having an online innovation forum/WhatsApp group administered by an impartial member of the senior management that is accessible to the frontline employees for suggesting innovative ways for improving service processes without fear of reprisal or favor to sycophants, and gaining due rewards and recognition for successful initiatives. Following are some of the questions that can be utilized as a guide in establishing and refining such practices:

- Do you hunger for, and are inclusive of, new ideas/practices/perspectives, especially, from unexpected sources?
- Do you encourage and enable

employees at all levels of the organizational hierarchy to share their views on improving current practices?

- Can you see significant positive gains in important corporate metrics year-on-year based upon the direct/indirect inputs from the workforce?
- Is there a centralized online knowledge bank, especially, on 'lessons learnt' and 'best practices' that is easily accessible to the relevant workforce for improving their performance levels?
- Are 'progressive learning' and 'knowledge sharing' elevated to the stature of shared values within your organization?

The aforementioned questions

customers that are increasingly unforgiving/impatient to service failings and prone to embracing competitors without the 'nostalgia' of loyalty, who can raise the bar for delightful experiences.

For example:

- Integrating service/product offerings with Alexa, Siri, GoogleAssistant, Cortana, etc., for busy professionals who want to avoid conventional browsing through websites
- Leveraging VR/AR/IoT/Holographic technology for an enhanced shopping experience
- Creating environmentally-conscious services like the reintroduction of the 'milkman model' in a digital context (<https://www.greenbiz.com/>

services. Such behavior has evolved from the familiarity of the 'neighborhood shop' that engendered feelings of belonging to, and being raised around, a certain level of 'known' humanistic interaction.

Consciously or unconsciously they look for confidence boosters that can come closer to that sense of comfort associated with the knowledge that there is much more being exchanged than monetary value for services/products. Are you worthy of such trust as a conscientious eCommerce provider?

Four Basic Equations to Keep in Mind for Engaging in 'Innovation' Initiatives

1. Creativity + Knowhow = Conventional Improvement
2. Imagination + Knowhow = Unconventional Improvement
3. Creativity + Imagination = Theoretical Innovation
4. Creativity + Imagination + Knowhow = Practical Innovation

Image 8: Four Basic Equations to Keep in Mind for Engaging in "Innovation" Initiatives

can be reinforced by the realization gained from the following equations: (see Image 8)

It is important to keep in mind that achieving a competitive edge in innovation is directly related to consistently winning the hearts and minds of the capricious

article/loops-launch-brings-reusable-packaging-worlds-biggest-brands)

Food for Thought

eCommerce customers prefer to invest in relationships, rather than, just buying products/



Murad Mirza

Organisational Development & Talent Management Expert

Murad is an innovative thinker and an astute practitioner of areas within and associated with the fields of Organisational Development, Talent Management & Business Transformation. He has worked in various geographical regions across the world. He has a rich history of delivering desired results for progressive organisations ranging from SMEs to Large Corporate Entities. His scholastic accomplishments have been affirmed by induction into Beta Gamma Sigma, an International Honor Society, as a Lifetime Member. He is also a globally published author and an active contributor to various professional forums.

5 Common Cross-Border Shipping Issues For Online Retailers and How To Solve Them



Ever wanted to bring your business worldwide?

Think about all the exposure, brand building and most importantly, customers you can reach out to if you expanded overseas.

The numbers are in agreement too. Successfully extending your offerings beyond your local markets can double your sales, and even more!

However, bringing your business worldwide has its own challenges.

Lost packages.

Damaged products.

Extensive paperwork at customs checkpoints in unfamiliar territory.

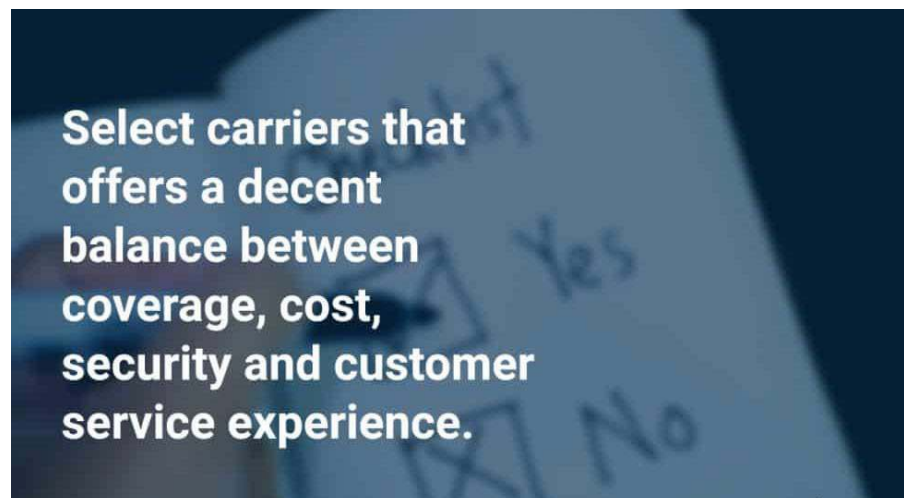
Working with new carriers

It all seems so daunting, doesn't it?

What kind of cross-border shipping issues do you need to think about?

- Selecting the correct carriers that offer a balance between coverage, cost and customer experience
- Packing their goods for rough handling to prevent damage
- Navigating customs smoothly
- Handling customer issues at delivery
- Finding an alternate mode of delivery or returning the parcel if the customer isn't at home

Handling these issues seem challenging. But with careful



forecasting, planning, and quick responses, you can anticipate these most common cross-border shipping issues.

In this article, we'll go in-depth into these common cross-border shipping issues for online retailers and what you can do to solve them.

1. How do I choose the right logistics partners for international, cross-border shipping?

If you're starting your foray into international shipping, selecting a logistics carrier to support your expansion can be intimidating.

Which factors are important? How do you assess those delivery performance variables?

Well, you'll want to select carriers that offer a decent balance between coverage, cost, security and customer service experience.

Consider these variables:

- Shipping options offered: The shipping options you offer can cause your customers to

choose your business over your competitors. Ensure a range are covered – from free but standard shipping to premium but faster speeds

- Cost: Using a postal carrier is often the cheapest way to ship internationally but is also the slowest. Also, consider using regional carriers. They focus their coverage on specific regions and will be quicker than a postal carrier
- Tracking quality: Does the carrier provide parcel tracking to your customers? Proactive tracking reduces the chances of your shipments getting lost and customer service requests. If not, we provide parcel tracking across 600+ carriers around the world
- Surcharges and hidden fees: If you offer weekend shipping, check that your carrier doesn't impose a surcharge.

Also, consider:

- Your carrier setup: Using multiple carriers reduces dependency on a single carrier especially during peak season, but offering more work to a select few may be

able to help you negotiate better transportation rates. Alternatively, using a 3PL can help you organize everything across the delivery cycle; from warehousing, shipping and handling the last mile experience, freeing up time for you to focus on other aspects of your business.

- The quality of the carrier's customer service. Exemplary logistics carriers provide shippers with much more than just an excellent freight rate and a carrier to pick up and deliver parcels – they also communicate clearly and stick to agreements. They are also responsive to customer service and attends to your customers promptly and with empathy.

2. What is the best way to pack my products for international shipping?

If you ship large products and need to use non-standard shipping, you'll need to use freight shipping to safely ship your products.

In freight shipping, your cargo goes through a lot of rough handling.

Think about how baggage is treated at airports.

Your items should be packed to withstand long journeys and minimize the risk of damage.

As with all common shipping issues, you can prepare and minimize risk by packing your products properly.

Here are a few things you can do:

1. Pack your goods in strong, lightweight containers, assuming your cargo is going to be handled by mechanical equipment or humans throughout the delivery network.
2. Use a delivery pallet that can withstand the stress of rough handling
3. Secure your shipments by stacking your boxes within your pallet and follow all weight restrictions. Keep the top layer of your shipment flat in case other shipments are stacked on top of it
4. Lastly, ensure you apply for insurance to protect your goods and minimize risks

3. How can I prevent my shipments from getting delayed or held at customs?

Retailers need to be mindful of the various legal and financial regulations of each market they expand to. Shipments may get stuck at customs for explicit reasons (your goods are prohibited) or simpler reasons (your documentation is incorrect).

Whatever the reason, you, of course, want to get your goods moving again. Here are some logistical and legal considerations to bear in mind to avoid issues with customs:

- Have proper documentation: Often, shipments are delayed at customs to check if the contents of the package or the value of the goods were declared correctly. Avoid delays by ensuring all your documentation is filled in correctly and supplied to the

delivery staff. Documentation should contain all information about the order and its value, shipping details from your suppliers and all necessary information from your customers.

- Stay updated with the latest security regulations for each country you are shipping through. Familiarise yourself with all policies before shipping your goods. Be aware of any entry requirements specific to the commodity you are shipping into the destination country.
- Thoroughly examine local government and taxation needs. Ensure customers are not surprised by additional government taxes when items arrive at their final destination. Otherwise, you risk creating an unhappy customer.
- Be mindful of each country's legal limitations of what goods can be sold to whom

If your parcel does get stuck in customs or delayed for any other reason (vehicle breakdown, inclement weather, poor traffic) however, follow these steps.

- Contact your logistics carrier directly to find out if there's anything you can do to speed up customs processing like paying outstanding taxes or checking the attached documentation.
- Ensure you have your tracking number on hand as it will help your carrier locate your parcel.
- Wait it out.

Most importantly, inform your customer immediately that their

Inform your customer immediately that their parcel is experiencing a delay.

parcel is experiencing a delay and flag it to your customer service teams for closer monitoring and follow up.

4. My parcel arrived at my customer's doorstep damaged or is lost in transit. What do I do next?

Now that we've covered the basic questions of getting your shipments out of the door, let's look at shipping issues that may happen during the delivery.

As retailers, we accept some uncertainty when shipping goods to our international customers.

Be it a damaged parcel, delays or lost parcels, issues can happen.

But, if this happens to you, don't panic. Prepare accordingly with shipping insurance (especially high-value orders) to avoid losing money over lost parcels.

On top of that, you can make a difference with stellar customer service. While no one likes to receive their deliveries in poor condition or have a delivery they were eager to receive go undelivered, a quick, empathetic response can turn things around.

Focus on providing the best possible customer service to soothe sore feelings and make amends either by arranging for replacement or a refund. Genuinely apologize, respond with empathy, explain what caused the issue and reassure them it won't happen again.

5. My customer is not at home and the logistics carrier can't deliver the item.

Sometimes, deliveries fail because your customer isn't at home to receive the parcel. Depending on the carriers you work with, carriers will usually make several attempts to deliver an item. If they can't reach your customer at their specified shipping address, the item will either be sent to the nearest post office or collection point for self-collection.

While it's not your carrier's responsibility to ensure there's someone to help collect your customer's delivery at home, this can be a frustrating experience for both you and your customer. Address this by being proactive with delivery information. Notify your customer on available delivery times at checkout and

keep them updated with the latest information on their delivery to avoid miscommunication through email and SMS.

Bonus tip:

Does the carrier you're using charge for a non-delivered package? Can you update an address after your delivery is already en-route?

Conclusion: Be Prepared For These Common Cross-Border Shipping Issues

You might have a lot of questions as a first-time international shipper. With these solutions and strategies to better prepare for these common shipping issues, you'll be ready to take your business global.



Joshua Poh

Marketing Manager
Parcel Perform

Joshua is the Marketing Manager at Parcel Perform, a global tracking management solution that supports e-commerce merchants & enterprises in managing the complexities of e-commerce logistics and fulfillment.

At Parcel Perform, Joshua leads Parcel Perform's digital, content marketing initiatives and all other related marketing and branding efforts. He is an experienced marketer in the B2B software space and currently writes about e-commerce logistics and customer experience for Parcel Perform's blog.

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