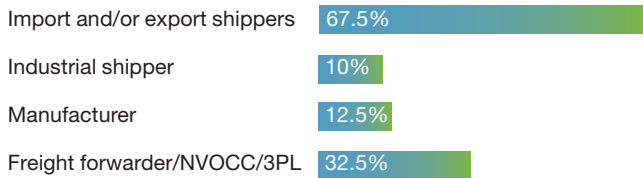
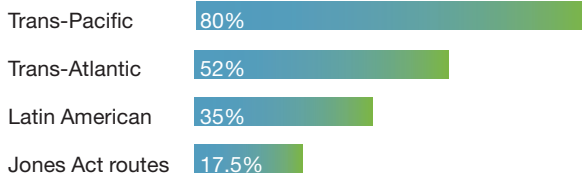


# Rate Your Carrier Survey Results

Types of shippers who took the survey:\*



Principal trade lanes in and out of N. America:\*



## Shippers Give Carriers Above-Average Scores

Carrier service still has room to improve *By Tony Seideman*

SHIPPERS ARE RELATIVELY SATISFIED with the service being provided by their ocean carriers — but service providers need to make major improvements in such areas as accommodating special requests and services, resolving problems and incidents and responding more rapidly to pricing requests.

Those are among the key findings from a survey conducted by Cargo Business News of many of the most prominent shippers in the business. The survey was sent out to the entire Today's Cargo News database, and only the responses from qualified shippers were tabulated.

Shippers see room for improvement. The shippers responding were

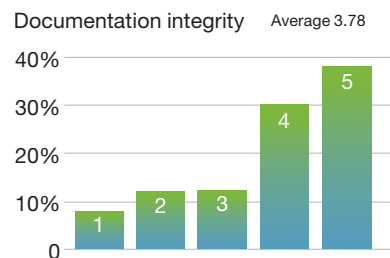
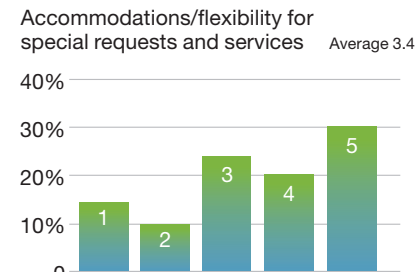
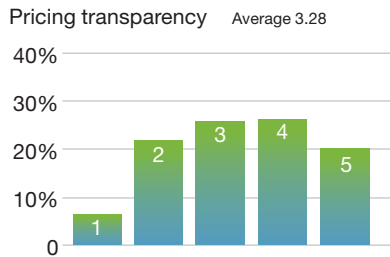
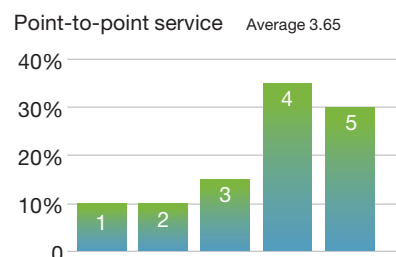
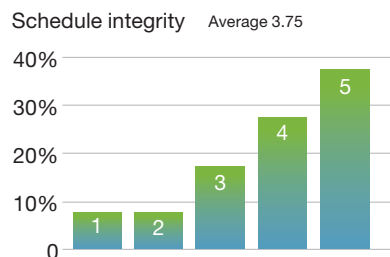
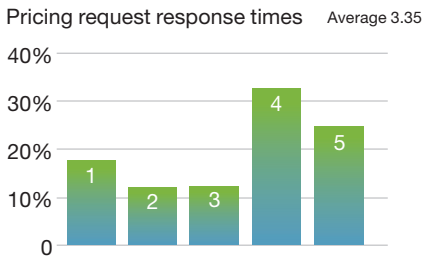
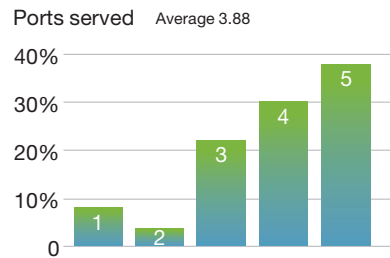
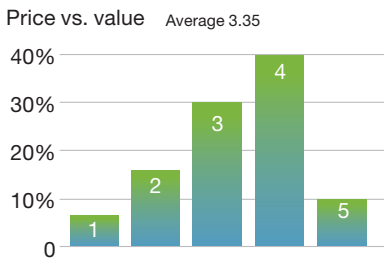
- import or export shippers
- shippers of industrial materials
- manufacturers
- freight forwarders/NVOCCs/3PLs

In general, shippers were more satisfied than dissatisfied with their carriers. In the 10 areas examined, carriers were rated an average 3.53 — 1 being the lowest score and 5 being the highest.

Still, the industry has a great deal of work to do. While a majority of shippers gave their carriers positive ratings, a significant percentage were definitely unhappy with their preferred service providers, especially when it came to pricing request response times, where 17.5% of shippers gave their carriers a flunking “1” score. . . .

Shippers' ratings of their carriers on the following topics:

(1 is the lowest score — 5 is the highest)



\* Totals over 100 because more than one item applied to some shippers.