Customer Care Implementation Team

• Team consists of multiple stakeholders
  • Trucking, BCO, Terminals, Carrier

• Responsible for 8 of 23 recommendations
  • Availability of Customer Service
  • Compilation of KPI’s
  • Development of a Guide Book
  • Development of a Container Transfer Fee (CTF) Program
  • Report of the Quantity of Labor Needed in Comparison to Labor Ordered
  • Development of a Unified Customer Service Center
  • Incorporation of Performance Standards for Empty Container and Chassis Depot Transactions in Tariffs
  • Development of a Crisis Communications Plan
Customer Care Implementation Team

- **Development of Guide Book**
  - Trucker’s Resource Guide

- Guidebook’s key role is to reduce trouble tickets in order to improve turn time

- Aid in the education of truckers and dispatchers

- Book will be translated into multiple languages

- Guide is available in both hard copies and on various web sites (port authority, terminals, TIPS)

- Top ten trouble tickets issues are listed with suggestions on how to avoid occurrence
Compilation of KPI’s

- 22 general KPIs included in appendix D of the PPTF report

- 13 more specific KPIs dealing with chassis pool management

- Customer care team grouped KPIs into 7 categories. The team then ranked the categories based on:
  1) Impact
  2) Feasibility
  3) Ease of Implementation

- Issues currently being addressed:
  1) Definition of KPI
  2) Time period of reporting
  3) Report on aggregate or individual basis
  4) How to measure
Customer Care Implementation Team

**Turn Time Group (Rank: 1)**
- Truck Turn Time at Marine Terminal
- Terminal Truck Queue Time at Marine Terminal
- Truck Turn Time at Chassis Depot
- Truck Queue Time at Chassis Depot
- Truck Queue Time at Empty Depot
- Truck Turn Time at Empty Depot

**Trouble Ticket Group (Rank: 2)**
- % of Trouble Tickets

**Chassis Group (Rank: 3)**
- Certified usable chassis available

**Terminal Group (Rank: 4)**
- Vessel Arrival On-Time Performance
- Vessel Departure On-Time Performance
- % of Downtime for Container Handling Equipment
- Crane Moves Per Hour
- Berth Utilization

**Container Group (Rank: 5)**
- Container Inventory Import & Export
- Dwell Time

**Rail Group (Rank: 6)**
- Ship to Rail Transfer Time
- Rail Equipment Moves per Hour
- On time arrivals to rail support yards
- On time departures from rail support yard
- Block stowage of rail cargo by ocean carriers

**Market Share Group (Rank: 7)**
- Port Market Share vs. East Coast
- Port Market Share vs. North America