

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

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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

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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