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COMMON LANGUAGE NEEDED TO OPTIMISE SUPPLY CHAIN PERFORMANCE

Birmingham, UK, Wednesday, 2nd May 2018 - The answer to the age-old question of 'what do shippers want?' needs to be answered if meaningful Key Performance Indicators (KPI)s are to be produced.

Of course, not all shippers want the same thing, so it is important that everyone in the supply chain works together to find the best solutions, a panel of air freight experts agreed at Multimodal 2018.

A session entitled 'Developing KPIs for air freight shippers' focused on the work of Global Shippers Forum and Cargo iQ, an IATA interest group, to develop a route map with 19 agreed steps against which performance can be measured.

Ariaen Zimmerman, Executive Director of Cargo iQ, explained that there was need to speak a common language and increase shipment control in order to optimise performance.

"In the cargo community we use a lot of industry standard acronyms, but does that give clarity to the shippers?" he asked.

"We want to encourage them to talk to us, so we include the steps that are important to them."

Lothar Moehle, Director Security Standardisation, DB Schenker, said forwarders would not even be considered for a contract unless they can supply more visibility.

"We have been implementing steps for several years, but it takes time and money to implement these systems, including some change management and training at all levels, including sales people, who need to have a good idea of what is available."

Mark Olney, General Manager – Cargo, Europe, Middle East, India, and Africa at Air Canada Cargo, suggested that airlines need to work closely with sales agents and ground handlers in order to establish KPIs and maybe "build conditions into our contract with them so we can all improve".

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“We need to remove the fear of failure. This is a journey where we all can improve,” he said.

For Tristan Koch, Managing Director Cargo Sales, Europe, Middle East, Africa (EMEA), American Airlines, the existence of true end-to-end data will “give us all a chance to sort out any wrinkles that might be there”, but he stressed that it was important that KPIs were relevant to the shippers, especially in this world of e-commerce, rather than based on historical data.

Zimmerman agreed. “Customers want a reliable solution, not necessarily a specific flight. It is like when we search for a website. We don’t care what optic fibres are used, just that the provider gives us the best route.

“Many customers just want to know when their shipment will arrive – and if there is a delay, how the problem will be solved.”

He called on all members of the air freight supply chain to talk to Cargo iQ so that as much data as possible is gathered to help identify the areas to improve performance and work on the most efficient use of the infrastructure, to cut both the financial and environmental costs.

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For a high-resolution image, contact Emma at emma@meantime.global



Caption - Pictured in the panel, "Developing KPIs for air freight shippers" are, l-r: Tristan Koch, Managing Director Cargo Sales EMEA, American Airlines; Mark Olney, General Manager - Cargo, Europe, Middle East, India and Africa, Air Canada Cargo; Lothar Moehle, Director Security Standardisation, DB Schenker; Ariaen Zimmerman, Executive Director, Cargo iQ; and Chris Welsh MBE, Secretary General, Global Shippers' Forum, and Director of Global and European Policy, FTA. The panel was part of the FTA Sessions at Multimodal 2018, on day two.

ABOUT MULTIMODAL 2018

Multimodal is the UK and Ireland's leading freight transport and logistics exhibition, which also features a series of topical seminars and master classes, and hosts a Shippers' Village, giving freight buyers a private space to meet logistics suppliers.

Multimodal 2017 was the biggest in the show's history, with over 345 exhibitors and a record-breaking attendance of 9,449 supply chain executives.

The supply chain show, in its 11th year, is free-to-attend and Multimodal 2018 is taking place this week at the Birmingham NEC from 1st – 3rd May 2018, with a record number of visitors expected once again.

The FTA Multimodal Awards Night took place last night (1st May) at the VOX at Resorts World at the NEC and was attended by over 800 guests.

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The Awards recognise excellence in air, road, rail, maritime, and freight forwarding services and are voted for by the thousands of readers of the Multimodal newsletter, as well as FTA members, and exhibitors at Multimodal.

For more information visit multimodal.org.uk

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