

Hapag-Lloyd
Customer Experience Survey

You share. We care.

More feedback, more tailored service

At Hapag-Lloyd, we constantly strive to improve your shipping experience. This is why we value your opinion so highly. Over the years, we have consistently listened to and acted upon your feedback, contributing to our successful partnership. We'd be thrilled to have you participate in our latest [Customer Experience Survey \(CES\)](#) to ensure we continue to meet your needs. Your investment of **just 6 to 8 minutes** will have a long-lasting positive impact.

Share your thoughts on

- Our products, services and performance
- Our commitment to sustainability
- Us as your trusted shipping partner

Your answers are the driving force behind our innovations. Thanks to everyone who has participated so far! Here's a glimpse of how your feedback has already sparked change

- You informed us that you'd prefer greener transportation options – meet **Ship Green**, our eco-friendly choice with biofuel-powered, emission-reduced transport.
- You wanted easier solutions for your container tracking. We introduced a new **API function** to simplify your container tracking process with **Hapag-Lloyd LIVE**.
- You asked for a smoother resolution process. Our **Invoice Dispute Smartform** made interactions more accessible, faster, and more efficient than ever before.
- You wished for more digital expertise and real-time support, so we have started to roll out the **Hapag-Lloyd Virtual Assistant** and **Live Chat** for tailored assistance in selected markets.
- You rightfully expect more value in everyday operations, so our **Gemini Cooperation** with Maersk will provide an interconnected ocean network with improved reliability and quality from February 2025.

From **April 17th to May 8th**, you'll have the opportunity to fuel our commitment to being your "Number One for Quality" by completing our Customer Experience Survey

Remember: Just a few minutes of your input will further tailor our services to meet your needs, increasing your satisfaction with us. Your journey with Hapag-Lloyd is about to get even better!

Your feedback is our compass.

How does our Customer Experience Survey work?

One of the key measurements in our survey is the Net Promoter Score – or short NPS. Here you rate our performance by scoring 0 to 10.

These scores are not simply colored red or green – in fact, they signify “good” or “bad”.

To measure Customer loyalty our CES includes the NPS question:

How likely are you to recommend Hapag-Lloyd to a colleague or business contact?



The red zone Score 0-6: Not at all what you expect from the carrier you trust.

You are likely to select another carrier over Hapag-Lloyd.

The neutral zone Score 7 or 8: All seems ok.

You are satisfied but may choose another carrier over Hapag-Lloyd from time to time.

The green zone Score 9 or 10: We are performing well.

You will keep shipping with Hapag-Lloyd and may even recommend us to others.

While the NPS indicates your long-term overall loyalty to us, the different survey sections allow you to give feedback on specific touchpoints or transactional topics.

Thank you for participating in our Customer Experience Survey

Tip the scale left or right and influence the future.

For further information, please contact your local **Hapag-Lloyd Sales** or **Customer Service department** or visit www.hapag-lloyd.com