



# Shipper's Survey 2017

We know because we asked



# 2<sup>nd</sup> IATA Global Shipper's Survey

- 231 respondents in Jan-Feb 2017
- 97% use air cargo
- 81% are multimodal
  - 1<sup>st</sup> survey: 2015 . Full report [here](#)
  - Questions? contact: [cargo@iata.org](mailto:cargo@iata.org)

#AirCargoMatters

# Shippers **like** air



→ **7/10** customer satisfaction

→ 2015 : same

→ **22 %** very happy

→ 2015 : 15 %

→ Score: 9 or 10 out of 10

# Shippers **like** air



- “Reliability when it matters”
- “More transparent and clearer than the other”
- “Value for money in combination with speed and flexibility”
- “Easy to do business”

Shippers **choose** air



**#Fast**

**#Safe**

**#Reliable**

**#Adaptable**

**#Long-distance**

# Shippers **choose** air



↗ 69%

↗ think air cargo is equally or more competitive than other modes

↗ 2015 : 63%

# Shippers **call** for collaboration

**85%** want to include airlines in discussions  
with freight forwarders





# Shippers **expect** more



- “A more proactive mindset by carriers, tri-fold relationships shipper/freight forwarder/carrier”
- “Too many regulations vary with every airline, they should follow the same guidelines”
- “Less administrative burden”
- “We need e-freight: the earlier, the better”
- “Lack of transparency, [...] very scattered industries with too many actors”

Some quotes have been amended in form, not content.

# Let's make it even **better!**



- Accelerate & simplify processes
- Rely on less paper
- Anticipate customer needs better
- Increase visibility
- Standardize cargo handling

Shippers are **confident** air can do better



↗ 77%

↗ think air cargo is equally or more innovative than other modes

#AirCargoMatters

Let's make it even better!