

Shipper's Survey 2017

We know because we asked



2nd IATA Global Shipper's Survey

- 231 respondents in Jan-Feb 2017
- 7 81% are multimodal
 - □ 1st survey: 2015 . Full report <u>here</u>
 - Questions? contact: cargo@iata.org

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Shippers like air



7/10 customer satisfaction

22 % very happy

7 2015:15 %

Score: 9 or 10 out of 10



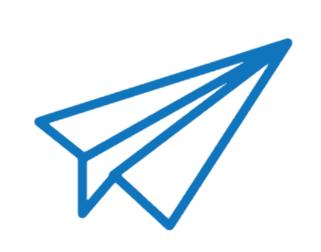
Shippers like air



- "Reliability when it matters"
- "More transparent and clearer than the other"
- "Value for money in combination with speed and flexibility"



Shippers choose air



#Fast

#Safe

#Reliable

#Adaptable

#Long-distance



Shippers choose air



7 69%

think air cargo is equally or more competitive than other modes

7 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

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Let's make it even better!