Shipper’s Survey 2017

We know because we asked
2nd IATA Global Shipper’s Survey

- 231 respondents in Jan-Feb 2017
- 97% use air cargo
- 81% are multimodal

- 1st survey: 2015. Full report [here](#)
- Questions? contact: 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/carerrier”
- “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”
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!