

# Interview

## Investment in technology and value-added services

Travis Brooks-Garrett, Director FTA and APSA Secretariat, speaks to Shane Walden, Chief Commercial Officer, ANL and Simon Aynsley, Managing Director CMA CGM Group Agencies (Australia & New Zealand)

**1. TRAVIS BROOKS-GARRETT - As ANL has largely operated around its core business of shipping, what prompted the development of the new value-added service product catalogue?**

SHANE WALDEN - The investment in technology and services has always been in step with the needs of our clients. Since 1998, when ANL joined the CMA CGM Group, we have continued to offer clients new shipping services while also leveraging our membership in the group as a way of gaining access to market leading technology. If a customer asks for something, we see it as our role to solve their challenge.

SIMON AYNSLEY - From a group perspective, investment in value added services is driven by customer demand. By gaining a better understanding of customer needs, on a global scale, we're able to apply this at a local level.

**2. TRAVIS BROOKS-GARRETT - What value added services can customers of ANL, CMA CGM and APL clients use today?**

SHANE WALDEN - We have a broad range of solutions for clients with dry and reefer cargo. With so many of our clients having specific requirements for their cargo we pride ourselves on knowing exactly what to suggest for their specific port pair and commodity.

SIMON AYNSLEY - Not only do we have technical solutions, smart containers, and security solutions but we also offer a broad range of ways to make a booking. Some clients like to make a phone call, but more and more, we're noticing clients leveraging our eSolutions.

**3. TRAVIS BROOKS-GARRETT - Given the extensive range of your value-added services, where do the ideas for new services come from? How do you decide which concepts to build?**

SIMON AYNSLEY - With the CMA CGM Group investing in start-ups and technology businesses we're in the fantastic position of having a number of choices when it comes to development of new value-added services.

SHANE WALDEN - One example we could look at is fruit and veg exporters from Australia. For those customers, we must consider the handling and quality of their cargo and how we can best maintain that without impairment during shipment. We review the commodity type and talk through requirements for Cold Sterilisation in Transit (CSIT), Climate Control and regulations at destination.

This sort of a consultation helps us gain a longer shelf-life and maintain optimum market value for our clients.

SIMON AYNSLEY - while we're very focused on the logistics side of our offer, on ships, or road we're very conscious of the heightened dependence on technology in this region – and the world.

For us, maintaining a leadership position globally is about supporting our clients with the tools they need, as well as the services. Today our clients can use a



plethora of eSolutions from eBooking to tracking and documentation.

**4. TRAVIS BROOKS-GARRETT - To date, how have the value-added services been received by your customer base?**

SIMON AYNSLEY - Making the shipping and logistics experience easier for our clients has always been part of the group policy. We want to be that one stop shop and our customers appreciate the intent behind these developments.

SHANE WALDEN - Looking at ANL's client base there have always been a number of early adopters, those who see something innovative and jump on it to enhance their own competitive edge. The step change around being more than a shipping business has been an evolution for us and our customers, but nonetheless a highly positive one.

**5. TRAVIS BROOKS-GARRETT - What is the strategic vision for the value-added services?**

SIMON AYNSLEY - The strategic vision for value added services largely has and will continue to align with our customer focused strategy. This approach ensures

we are going beyond regular commercial relationships, and implementing real partnerships tailored to their needs.

**6. TRAVIS BROOKS-GARRETT - What has been the most popular value-added service so far?**

SHANE WALDEN - Our value-added service catalogue has not been developed as a one size or product fits all. Our customers are different, their products are different, and their commodities are different and have specific needs.

The reality is that the long-standing relationships we have with our clients mean we can match a selection of value-added services to their needs. In that vein, they're all popular with their own market segments.

**7. TRAVIS BROOKS-GARRETT - One of the most recently launched products for the group has been Cargo Insurance. Generally, insurance can be prone to complications around claims and processing, what is the point of difference for the CMA CGM Cargo Insurance product?**

SHANE WALDEN - We pride ourselves on being experts in the Oceania region,

for shipping but when it came to the subtleties of Cargo Insurance it was important to have strong partners at our side. We worked with a global team of experts as well as those with local expertise. Willis Towers Watson and CHUBB help us deliver this 'All Risks' policy to our clients.

The Cargo Insurance offer we have in place now is great for our clients as it offers full security of cargo from door-to-door and management of compensation in case of claims.

**8. TRAVIS BROOKS-GARRETT - In future, can you comment on what other value-added services we can expect to see from ANL, CMA CGM and APL?**

SIMON AYNSLEY - The CMA CGM group holds imagination and boldness as two of our core values. Considering this, it's in our nature to continue to add new value-added services to our product catalogue. The options really are endless.

For us it's about justifying the value of these products for our customers

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