

# CUSTOMER

## NEWSLETTER

June 10, 2022

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**OOCL**  
We take it personally

Dear Valued Customer,

Thank you for your interest in our newsletter.

We hope you find our most recent edition informative and please contact OOCL for your ocean transportation needs.

OOCL  
*We take it personally.*

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OOCL: Excellence through quality

# OOCL: Excellence Through Quality



**O** OCL's quality policy to "do it right the first time" was adopted as a model to strive for performance excellence.

We challenge our processes, think beyond boundaries and look for innovative ways to create value for our customers.

In addition, we are recognized in the industry as being a quality carrier with impeccable safety record.

From answering calls in 15 seconds to the issuance of bill of lading with over 98% accuracy, we embrace providing our customers with quality services.

Here is what our customers are saying about OOCL's *take it personally* approach.

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*"OOCL is probably the quickest and most efficient out of all steamship lines I work with. Thank you for your quick and on point responses!"*

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*"I just wanted to take a moment to send my compliments to OOCL customer service team for helping me with a shipment. They were extremely helpful, and the support is greatly appreciated!"*

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*"The OOCL demurrage team was great and helped me out when I really needed it. Not too often these days with everyone being overwhelmed you get someone who is genuinely willing to help out and be nice about it as well. Wish I could deal with more people like at OOCL."*

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## Customer recognition: Carrier of the year award

One of OOCL's core values is centered on customer focus. We believe in long-term, mutually beneficial relationships with our customers and create value through collaboration to enhance customer experience.

We Take It Personally – going beyond normal job responsibilities to serve our customers. Our dedication to customer focus and excellence through quality has led to one of our customers—Mattel—naming OOCL as 2021 Ocean Carrier of the Year.

On May 10, 2022, Mattel hosted OOCL sales team for the acceptance of the award at their headquarters in El Segundo, California. Mattel appreciates OOCL's innovation, commitment and service levels. In addition, Mattel said that we demonstrated "true partnership that enabled mutual success while overcoming multiple global disruption events." OOCL's services are aligned with Mattel's "Wonder" values:

**W:** What if? Why Not?

**O:** One Team

**N:** Nimble

**D:** Driven

**E:** Entrepreneurial

**R:** Respectful



**2021 Ocean Carrier of the Year**

May 2022



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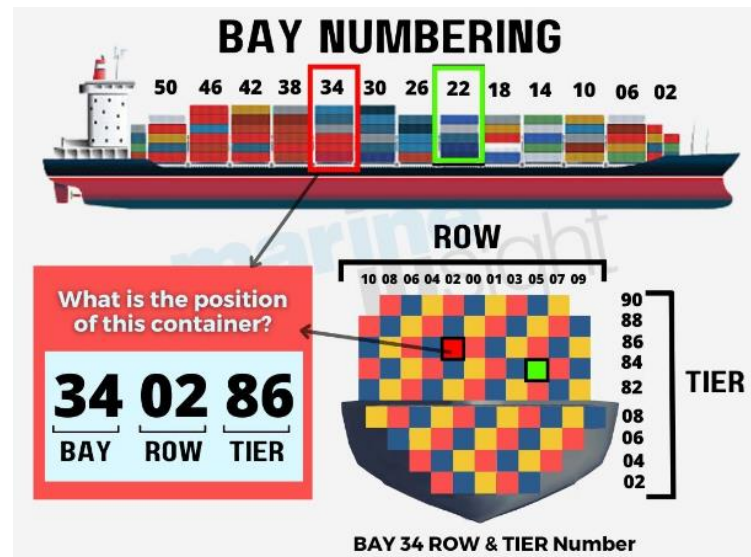
## Industry News: Container stowage planning

Container stowage planning is the allocation of space on board for containerized cargoes that have to be loaded at one port and discharged at another port by proper position on vessel according to all parameters of vessel safety and efficiency without having to be rehandled during the voyage.

With safety being the utmost priority in shipping, it is crucial to ensure that the vessel stay upright to avoid stack collapses on board or containers lost at sea. Containers are stacked from the bottom up with consideration of their weight and size in order to maintain stability.

Effective stowage planning can also achieve cost efficiency such as bunker cost, sailing speed and restow fees.

The stowage position of each container can be identified by the bay-row-tier system.



### Bay

Each container vessel is split into compartments called bays, which are given a 2-digit number that starts from Bay 01 from the bow (front of the ship) and increases to the stern (back of the ship) depending on the size of the vessel. Odd numbers (e.g. 01, 03, 05) are applied for 20' container bays and even numbers (e.g. 02, 04, 06) are used for 40' container bays.

### Row

Row is the position where the container is placed across the width of the vessel. They are numbered with even numbers from the center leftward and odd numbers from the center rightward.

### Tier

Tier denotes the level where the container is placed. It is basically how high the container is stacked on board.

Apart from containers' weight and size, the port of destination (POD) and container type are also two important factors to determine a container's stow position. At OOCL, safety is essential to our operations both on shore and at sea.

## My OOCL Center: Booking request templates



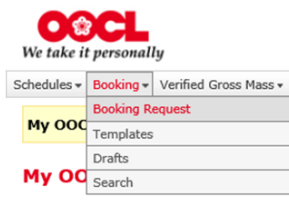
# MOC- My OOCL Center



## Booking Request Templates

Submitting online booking and utilizing booking templates within My OOCL Center can expedite your booking creation experience. Please follow the steps below to create new booking templates. For any questions, please contact our e-commerce department at [OOCLCOM@oocl.com](mailto:OOCLCOM@oocl.com).

- 1 Log into MOC and click on “Booking” option from the menu then select “Booking Request.”



- 2 After clicking on the “Booking Request” option, a blank booking screen will be generated. Please ensure to fill out all fields that have a \* by it since these are mandatory. Please find below tips on how to fill out the form.

### Rate/Reference information:

Rate/Reference Information

Rate Reference Number: \*

Contract versions are not needed. Simply use the main contract number per below example:  
 MT123456 = OK  
 MT123456v001 = remove v001  
 The rate ref# or service contract will need to shown as a party of the booking.

### Parties:

Parties \*

Shipper or Forwarder is required. Enter the address or click "Find Party" to select the company name from a list.

Shipper:   Copy from My Profile Forwarder:   Copy from My Profile Consignee:

Street:  Street:  Street:

Please note that only the shipper information is mandatory. For time savings purpose, check the box “Copy from My Profile” to autofill your information.

### Cargo Nature:

Cargo

Outbound Traffic Mode: FCL: Full Container Load

Cargo Nature: \*

Routing

Enter the first three characters of the origin City or Destination

After you select the cargo nature, the container size type filed will automatically default to the most frequently used types.

Note: If you are submitting a booking for reefer dangerous cargo, please select the “Reefer” option under “Cargo Nature” and include in the “Cargo Descriptions” field that the cargo is hazardous/dangerous in addition to the commodity description.

## Results:



**Faster Turnaround Time**



**Easy Booking Template Submission**



**Increased Accuracy on Booking Information**



**Seamless Customer Service Experience**



**Within 4 Business Hours Turn-around**



**Increased Visibility into Booking Status**



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## Pro-Tip: North America Customer Service

# PRO TIP

## North America Customer Service

The North America Customer Service department provides coverage for the US, Canada and Mexico. To access our directory that includes contact information for Export (including reefer, cotton, and project cargo), Import and Documentation teams for each service center, please visit our [site](#).

Alternatively, you can follow the steps below to navigate to the North America Customer Service Handling Structure directory.

- 1 Visit [www.oocl.com](http://www.oocl.com).
- 2 On the top left corner of the page, click on “Change Location”. Then select either US, Canada or Mexico.
- 3 Select “Local Information” from the main menu.
- 4 Then click on “North America Customer Service Handling Structure.”



**Quick Tip:** States/Provinces column indicates where the customer is physically located. Service centers are the list of contacts (e-mails) that customers can reference for support.

### North America Service Centers

#### Locations Include:

- Charleston
- Chicago
- Houston
- Long Beach
- New York
- Salt Lake City
- Toronto
- Vancouver
- Mexico



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Staying connected: we are here for you!

# Staying Connected



We are here for you!

