

BOOST CUSTOMER SATISFACTION WITH VALUE-ADDED SERVICES



AEL-BERKMAN SHENZHEN TEAM

In the wave of global trade, the traditional freight forwarding industry is undergoing a profound transformation. In the face of rapidly changing market demands, we not only adhere to the foundation of logistics services, but also have a forward-looking vision to innovate and launch a series of value-added services, adding infinite possibilities to our customers' international trade journeys.

Logistics QC (Quality Control) value-added services refer to freight forwarding enterprises providing basic logistics services while introducing quality control systems and professional teams to strictly control and optimize the quality of goods, transportation arrangements, packaging standards, and other aspects of the logistics process, thereby enhancing customer satisfaction and market competitiveness.

Here are some of the main logistics QC value-added services:

1. **Quality inspection and verification:** Before shipment, a detailed quality inspection of the product is conducted, including appearance, size, weight, quantity, functional testing, etc., to ensure that the goods meet customer requirements and international standards.
2. **Packaging evaluation and reinforcement:** Based on the characteristics of the goods and transportation conditions, evaluate whether the existing packaging is sufficient to protect the product from damage, and provide improvement suggestions or professional packaging solutions if necessary, such as shock resistance, moisture resistance, rust prevention treatment, etc.
3. **Loading and unloading supervision:** During the loading and unloading process of goods, professional personnel are arranged to supervise on site to ensure that the goods are loaded or unloaded according to the correct operating procedures, avoiding losses caused by improper operation.
4. **Warehouse environment monitoring:** For goods that require special storage conditions, such as temperature control, humidity control, etc., strict warehouse environment management is implemented to ensure that the goods remain in the best condition throughout the entire storage period.
5. **Training and consulting:** Provide customers with information on how to improve product quality control, optimize packaging design, and consulting services.

Through these value-added services, freight forwarding companies can not only improve own service quality, but also help customers reduce operational risks, enhance market competitiveness, and achieve a win-win situation.

AEL-Berkman has always been committed to improving service quality and enhancing customer satisfaction. In terms of QC (Quality Control), we have accumulated considerable experience in serving foreign VIP customers and have received unanimous praise from them.

AEL-Berkman Shenzhen branch has achieved good results in relevant aspects. Our QC refined customization service is mainly reflected in the following ways:

1. **Service standardization:** By specifying detailed service processes and standard operating procedures (SOPs), ensure consistency and predictability of services. This helps to reduce variations in the service process and improve service quality.
2. **Customer feedback mechanism:** Establish an effective system for collecting and processing customer feedback, and promptly understand their needs and areas of dissatisfaction. Utilize these feedbacks for service improvement and achieve continuous optimization.
3. **Employee training and development:** Regularly provide training on service quality to employees to enhance their professional skills and service awareness.
4. **Risk management:** Identify potential risk points that may arise during the service process, develop prepayment measures and response strategies, and reduce the likelihood of service failure.
5. **Continuous improvement culture:** Cultivate a corporate culture centered on quality, encourage employees to propose improvement suggestions, implement continuous improvement projects, and continuously improve service levels.

Through these methods, logistics QC not only helps us improve the service quality, but also promotes the increase of customer loyalty, ultimately achieving business growth and brand strengthening.

AEL Ningbo Branch Manager

Jason Shen -- PIONEER OF REFORM, LEADER OF INNOVATION

Starting from a grassroots employee, Jason has steadily advanced in the international freight industry. He has a keen market insight and quickly realized that in the rapidly changing global trade environment, traditional operating models are no longer able to meet the growing business volume and customers' demand for high efficiency and low cost. Therefore, he decided to start from the basics and conduct in-depth analysis of the company's existing key links such as booking, Bill of Lading information supplementation, and system cost input, in order to find room for optimization.

Through reviewing and summarizing years of work experience, combined with the actual operational situation of the company, Jason designed and implemented a series of standardized improvement measures. Firstly, in the booking process, automation technology has been introduced to achieve real-time transmission and confirmation of booking information through interface docking with major shipping companies, greatly reducing waiting time. At the same time, a detailed booking guide has been developed to ensure that every employee can follow a uniform standard, reducing errors and delays caused by human factors.

In response to the tedious and error prone process of supplementing Bill of Lading information, Jason innovatively adopted an electronic management system to convert paper documents into electronic versions. This not only facilitates storage and retrieval, but also enables real-time updates, effectively avoiding data omissions or version confusion. In addition, he has established a strict review mechanism to ensure that each Bill of Lading undergoes multiple rounds of inspection before submission and complies with international transportation regulations. The implementation of these reform measures has not only greatly improved



From Start up to Prosperity

Jason's AEL Journey and the Development of Ningbo Branch

Jason has personally experienced the company's development and growth since joining AEL in 2006. In this extraordinary journey, he not only witnessed the expansion of the company's scale, but also, as the manager of the Ningbo branch, led the team to create shipment records for multiple times, demonstrating excellent business capabilities and team leadership.

the efficiency of Ningbo branch in booking, Bill of Lading information supplementation, and system cost entry, but also promoted the standardization and normalization of internal processes, enhancing the transparency and traceability of the entire supply chain management. More importantly, these measures have earned the company widespread praise from customers and solidified its leading position in the fiercely competitive market.

In order to continuously improve and better manage company, Jason actively participates in various trainings, from system operation to sale skills, which constantly enriching his knowledge reserve. These trainings not only enhanced his professional

competence, but also provided strong support for him to solve complex problems in practical work. As the leader of the Ningbo branch, he is well aware of the significant responsibility. He is committed to building an efficient and united team, optimizing internal management processes and improving service quality to ensure that the company maintains a leading position in the fierce market competition.



Jason's career has proven that continuous learning and an extreme pursuit of details are the key to driving the continuous progress for business and individual. Looking ahead to future, he will continue to uphold his original intention and lead AEL Ningbo branch to create more glory.