

TNT SINGAPORE INKJET SYSTEMS PTE LTD CUSTOMER STORY

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SUPPORTING INKJET'S CUSTOMER DEMANDS

Keeping customers happy is at the very heart of Mr Sam Leong's business philosophy. But equally important is having a reliable shipping partner which understands his company's core values.

"I was actually using another courier company a few years ago but when I was approached again to consider TNT's new services and new responsive rates, I was pleasantly surprised." said Mr Leong, who is Inkjet Systems' managing director.

"TNT sat down with us not only once but several times to understand our growth plans and to work out a country-to-country strategy. This is not so evident with its competitors."

With more than 30,000 customers around the world to ship products to, delivery deadlines are key to ensuring satisfaction levels and, by extension, customer loyalty. TNT has partnered with Inkjet Systems to ensure timely delivery, as well as to

consistently improve service and reduce shipping time.

Mr Leong explained: "TNT has grown to be more customer centric and customer focused. Secondly, TNT interacts with not only our shipping managers but also with our order processing and operations manager and even the director to understand our decision-making process."

Delivery times have also improved. "From a year ago, I have seen improvements in transit times by as much as 30 per cent. This is mainly in the European sector. The other matter is the predictability of transit time. We try to elevate our reputation by delivering on time. This is one way our customers will stay loyal to us."

The market is changing. Free trade agreements in Asia are likely to provide new opportunities for Inkjet Systems as it becomes easier to sell across borders. At the same time, the company's e-commerce platform is growing, and is expected to account for as much as half of all revenue by 2019. Reliable shipping

is crucial in order for the company to take advantage of these opportunities, and Mr Leong is confident he has the right partner in TNT.

ABOUT TNT EXPRESS

TNT Express, a FedEx company, is one of the world's largest express delivery companies. On a daily basis, TNT Express delivers close to one million consignments ranging from documents and parcels to palletised freight. The company offers road and air delivery services in Europe, the Middle East and Africa, Asia-Pacific and the Americas. TNT Express made €6.9 billion in revenue in 2015.

