

17 February 2022

Dear Customer,

Providing efficient and smooth customer service with high responsiveness and fast issue resolution is at the top of our agenda. Our [Strategy 2023](#) has set us on a clear path towards becoming number one for quality in the industry, and this means placing a high priority on what matters most to us: You.

Since January 2020, we have been launching our [Quality Promises](#), which will be the foundation of our partnership with our customers and pave the way for necessary quality improvements in our industry. In order to achieve the strategic goals and deliver on our Quality Promises, effective from (14/03/2022), we will take further steps and implement following changes in our commercial organization:

- **Establishing specialized and dedicated team members** just for your business. It aims to increase the quality of the answers you receive from us, and we will be able to assist you with any inquiries you might have in a more efficient manner. We will be sending you a separate message with the details of your cluster contact later, so stay tuned!
- To ease the way you communicate with us, we will implement **one mailbox** Singapore@service.hlag.com **for all customer service-related inquiries**, this means that you will only have to go to one place for all your questions, simply send your inquiry to the central email address – and we will help you!
 - Upon sending your initial email to the central mailbox, you will receive a confirmation message that includes a **Case Number and Quick Link**. Use the **case number and link** to send us follow up message or connect our colleague who is working on the case via phone call.
- **Upgrading the Contact Centre** with the existing mainline number: **+65 62236119** – By inputting your Case Number or Shipment Number, the call will be fast-routed to the corresponding agent or team for more personalized service.
- **Streamlining the Contact Centre prompts** for easier and quicker accessibility.

Manual Shipping Instruction and request for Bill draft amendment continue to be sent to doc.sg@csd.hlag.com, and all other customer service email addresses and direct lines will be discontinued as of (14/03/2022).

We believe our [Strategy 2023](#) will be a strong differentiator from our competitors, so we invite you on board our journey to become the benchmark of the container shipping industry, setting the quality standard, and thereby offering you unrivalled levels of reliability and quality service.

If you have any questions or comments, we are happy to hear them and help! Please send me an email or contact your local Hapag-Lloyd office.

Best Regards,
Richard Cash, Director Sales & Hari Shastri, Director Customer Service