A man with glasses and a woman with blonde hair are looking at a smartphone together. The man is holding the phone, and the woman is pointing at the screen. They are both wearing dark blazers. The background is a blurred office setting.

Meet our new app: Integrated Logistics at your fingertips

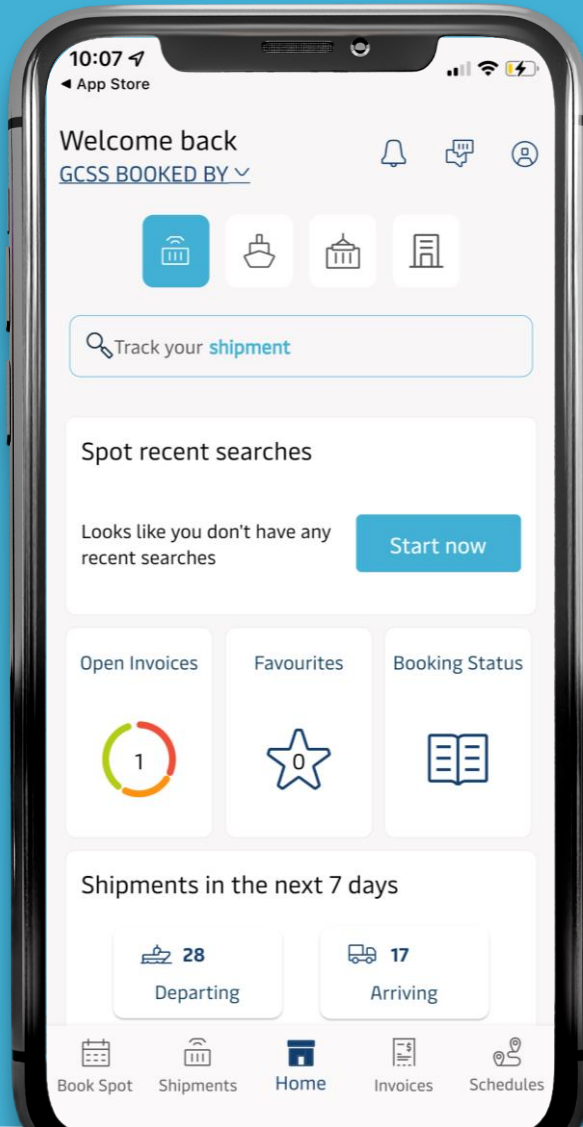
Product Guide

Zeena Rogerson / Sophie Daniel

June 2022

Maersk Mobile app

Stay close to your logistics, anytime, anywhere.



Vision

Our vision is for an independent mobile channel, with unique mobile features that customers love to use to do business with us

Mission

This year we're on a mission to create web & app feature parity to give customers the choice to use mobile or desktop

Customer need

Our customers are showing a growing preference for mobile + 31 % active users QoQ mobile app, but we only have 20% of our web capability.



What can customers do
on our app?

App feature overview



My Profile

- ✓ Manage your profile and access multiple customer accounts
- ✓ Personalized homepage
- ✓ Preference setting
- ✓ Notifications



Schedules

- ✓ See active & past shipments
- ✓ Schedules - Itinerary optimization – search by O&D and select from range of options for vessels, ports & routes to suit your need



Track shipments

- ✓ **New!** 24/7 Real time notifications
- ✓ **New!** Add shipments to 'My favourites' and track
- ✓ Enter your shipment numbers into 'Track' and see the location & status



Booking

- ✓ Spot booking – track all rates on the go with fixed prices & guaranteed loading
- ✓ Rollable cargo reservation
- ✓ Container yard or store door booking



Invoices

- ✓ Access invoices 24/7
- ✓ See status
- ✓ Share with network



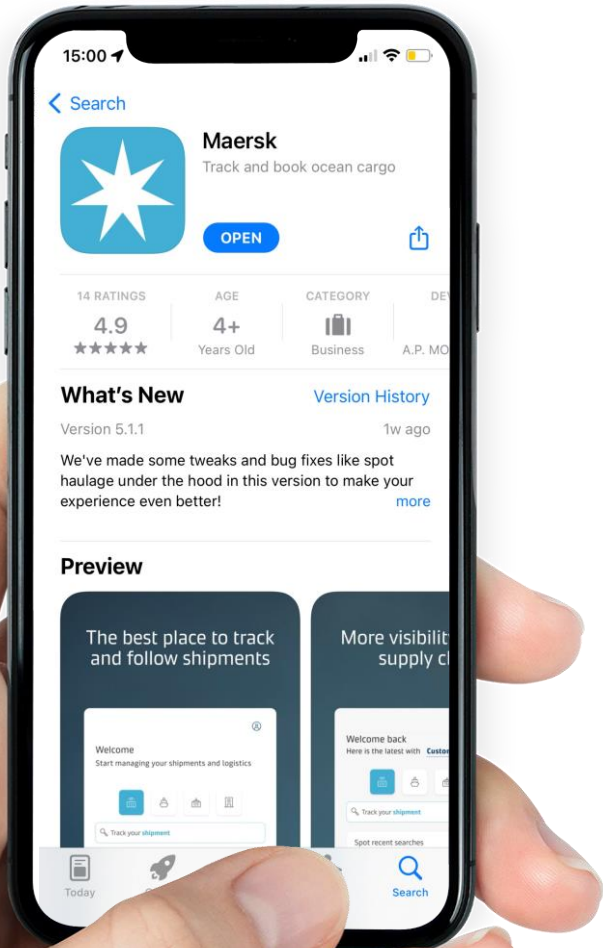
Support

- ✓ Live chat – chat to one of our support agents
- ✓ FAQs via chat bot to answer common questions
- ✓ Send app feedback

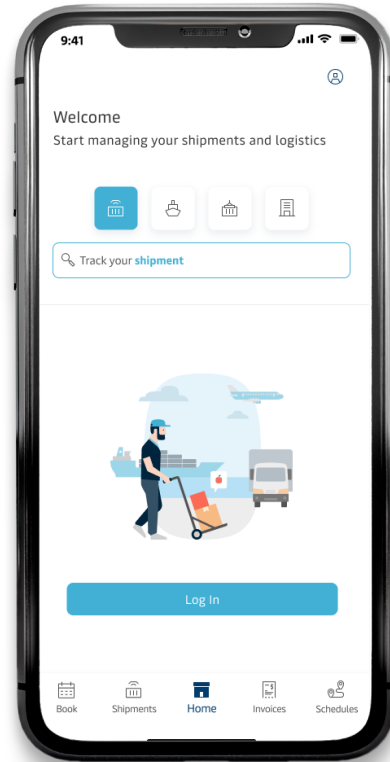
Downloading the app and logging in



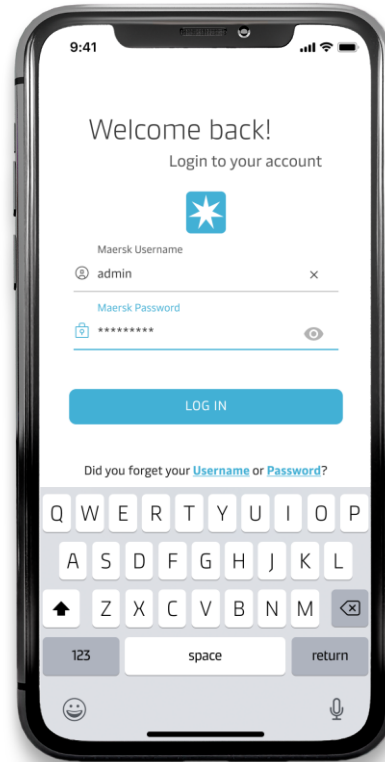
My Profile



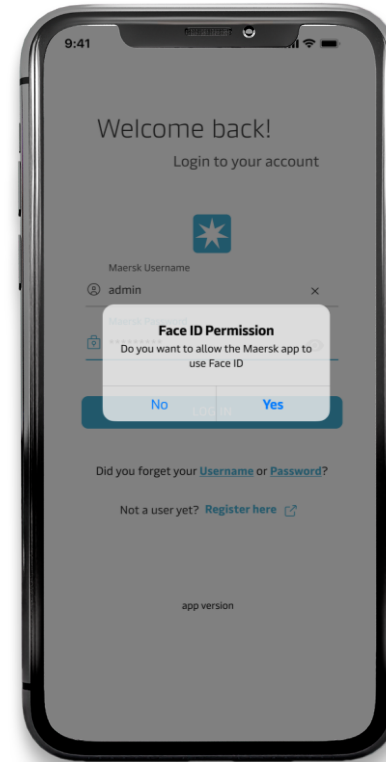
The Maersk app is in the Apple App store & Google Play store.



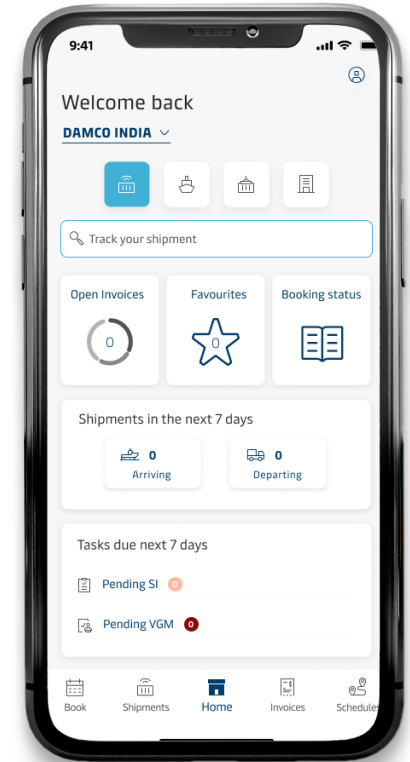
Log in, using their account details, or stay logged-out, where they can track a shipment and view schedules.



If a user has a registered account, they can log-in where they will get a personalized experience.



Option to use a biometric log-in . This leverages app native features, allowing for faster log-in next time.

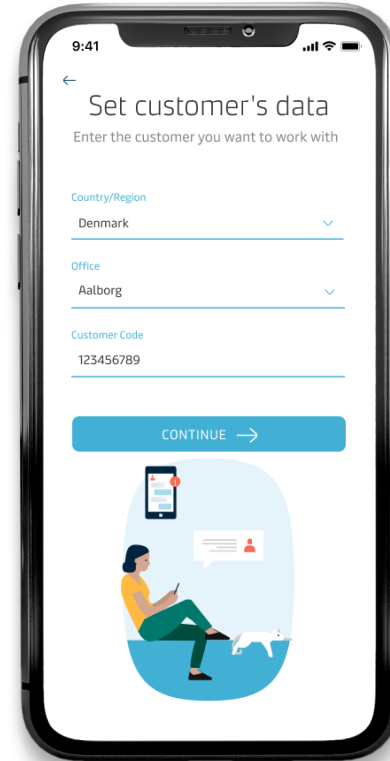
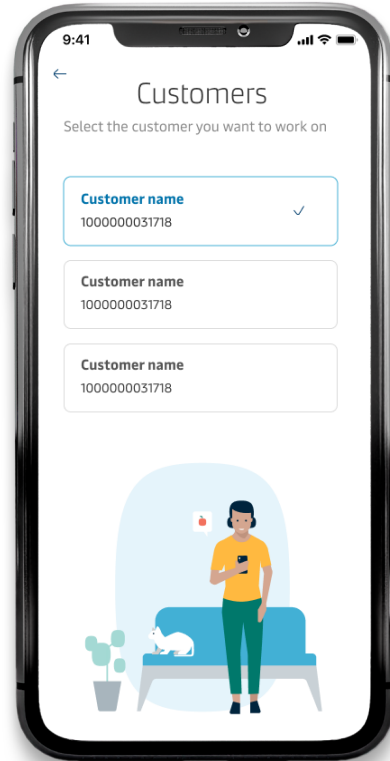
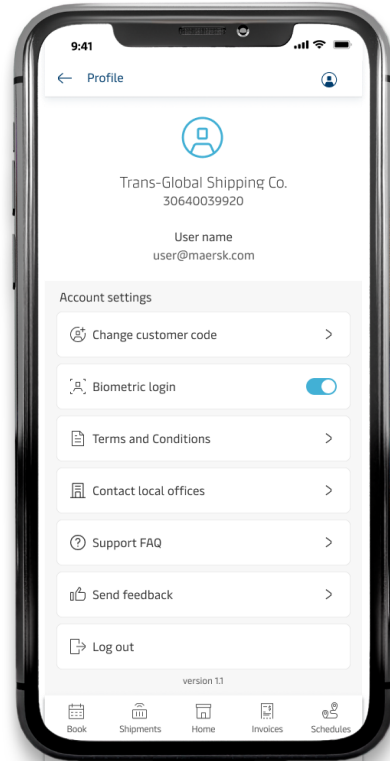


Logged in homescreen contains the 'hub' – a quick tap interface to all key features.

Changing customer



My Profile



Accounts with multiple customer profiles can switch customer easily in the app

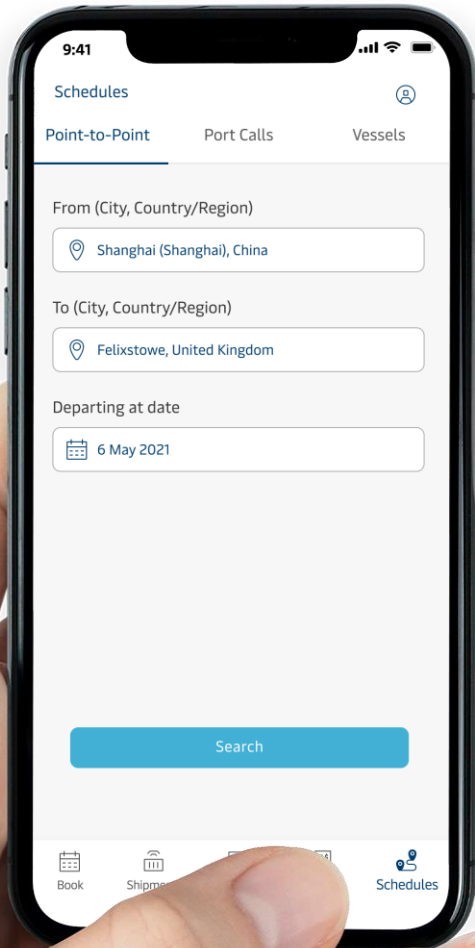
If a customer account is not linked, the user can add with the customer code



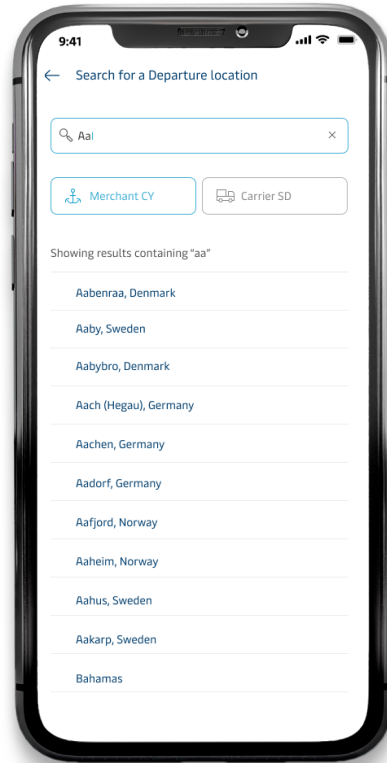
Check a schedule



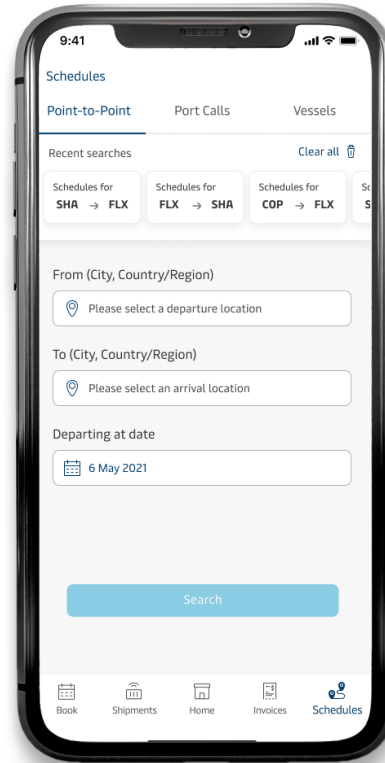
Schedules



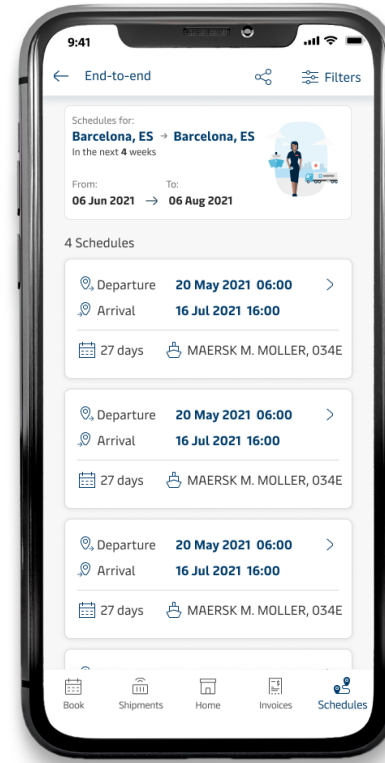
Users can track by point-to-point, port call or vessel



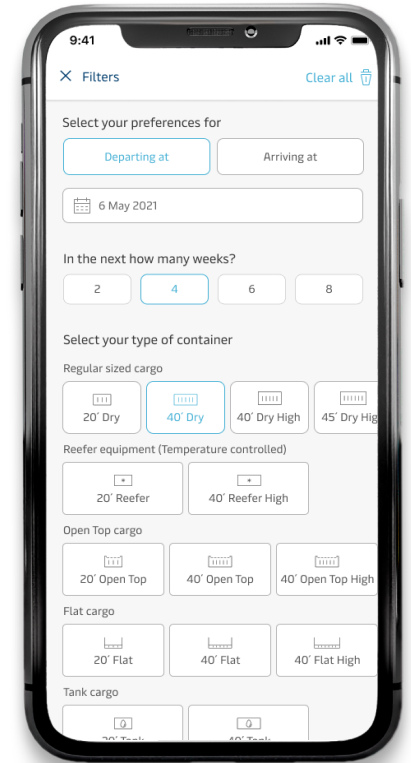
Dynamic search helps users find their locations



Recent search gives quick access to a user's favourite route

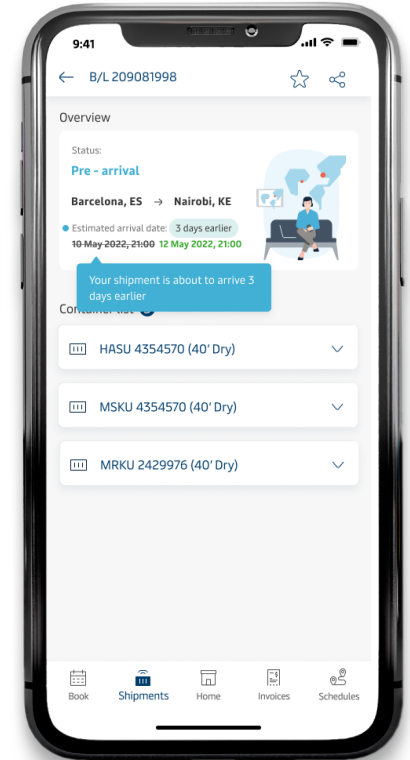
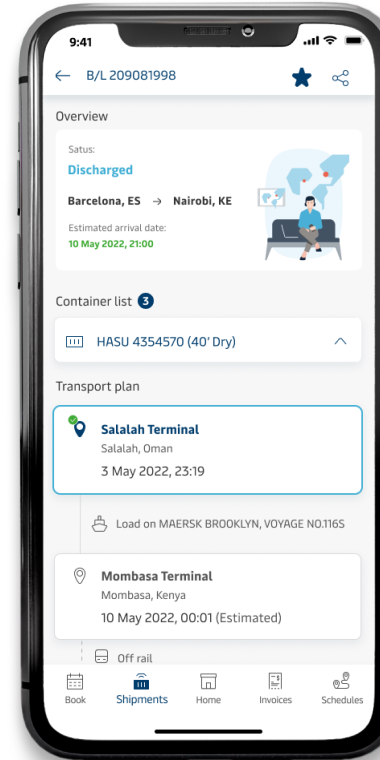
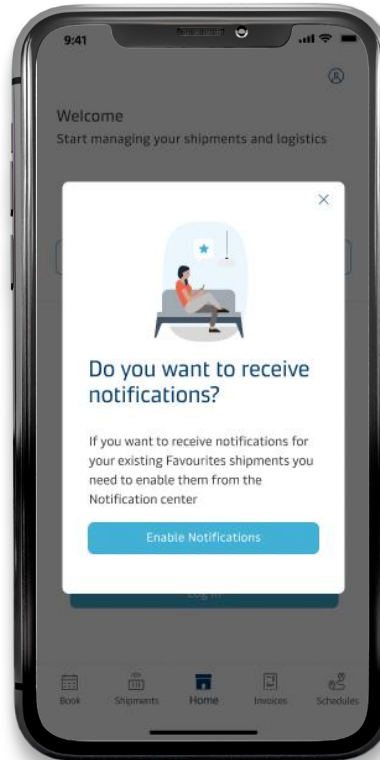
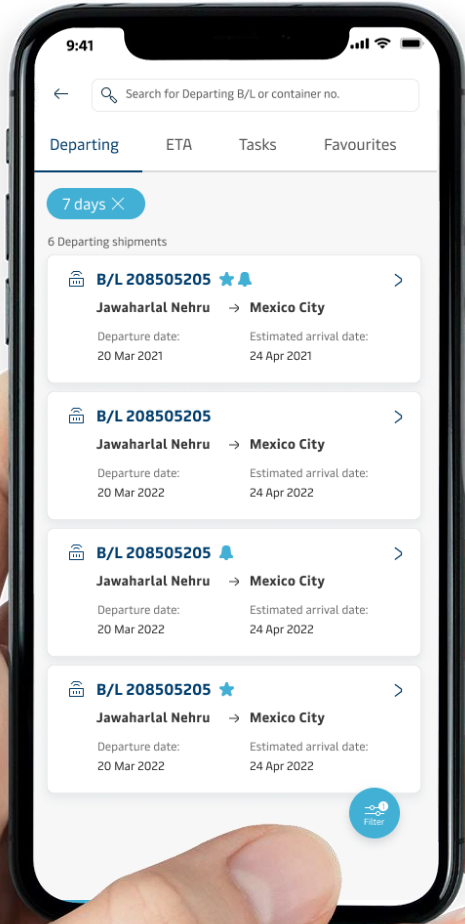


Results screen shows all shipments on a certain route



Filters allow users to find more applicable shipments

Track my shipments & receive notifications



Notifications detail



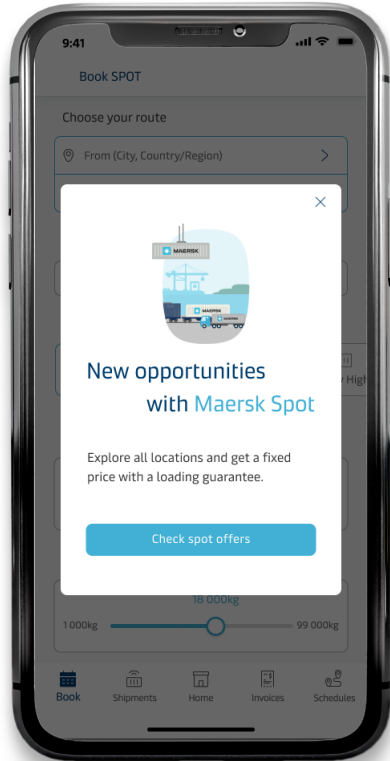
We currently send the below notifications

Category	Context	Copy example
Booking	A user will receive a notification when they have booked	Your booking with num. XXXXXXXX has been confirmed
ETA notification	A user will receive information ETA has changed.	Your Shipment with B/L X has an ETA change to 0800 CET, 22 Feb 22
Departure	A user will receive a notification informing them their shipment has departed	Your shipment with B/L X has departed at 0800 CET,22 Feb 22
Cancellation	A user will receive information if their shipment will arrive early.	Your Shipment with B/L X has been cancelled
Pre-arrival	A user will receive information if their shipment will arrive early.	Your Shipment with B/L X will arrive 5 days earlier

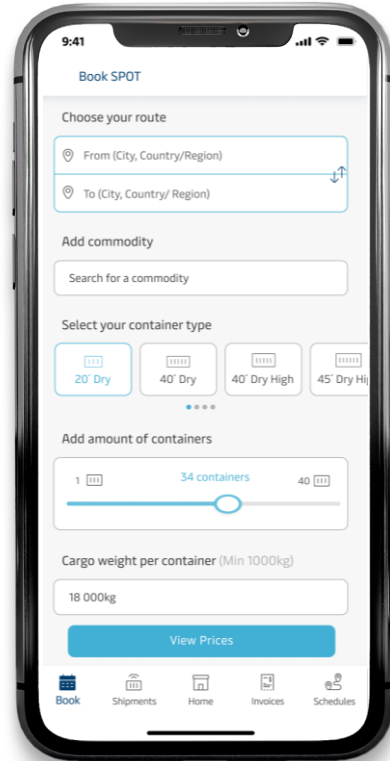
Spot Booking – Container Yard



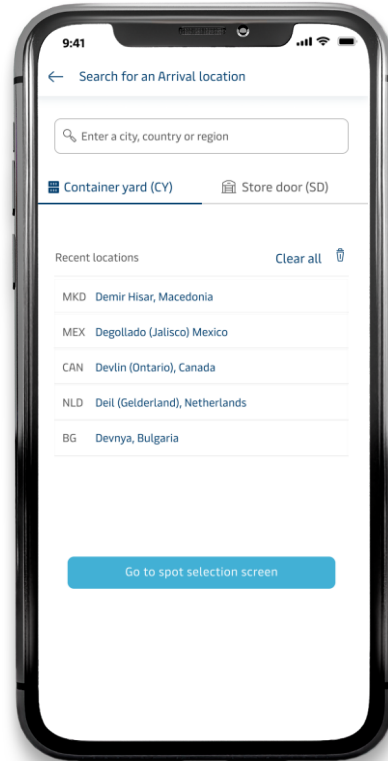
Booking



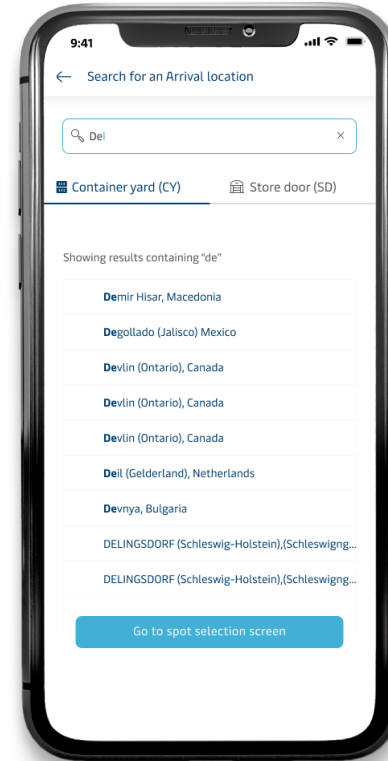
Users can make spot bookings easily within the app



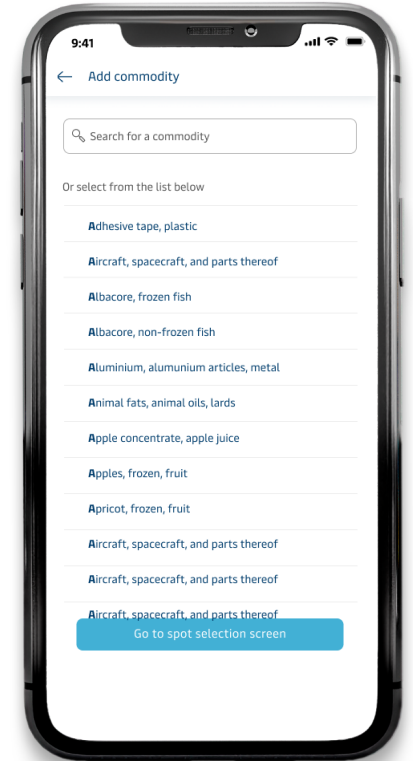
Search screen lets them fill in all details needed to make a booking



Recent locations gives quick access to a user's recent searches



Dynamic search makes it easy to find container yards

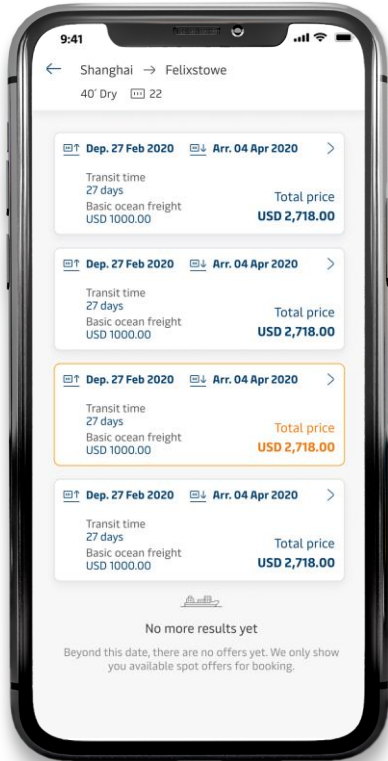


Users add commodity type to their booking

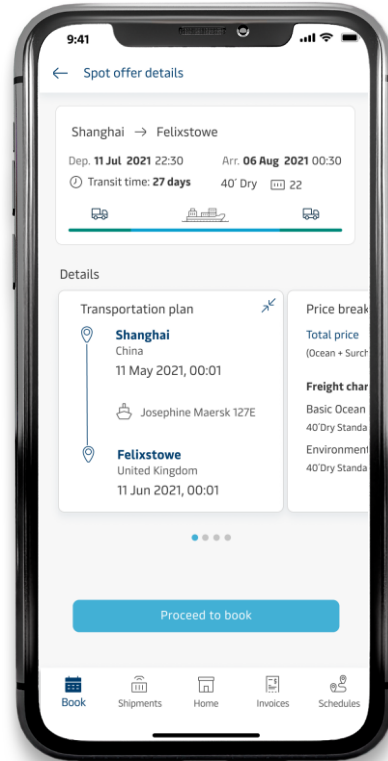
Spot Booking – Container Yard



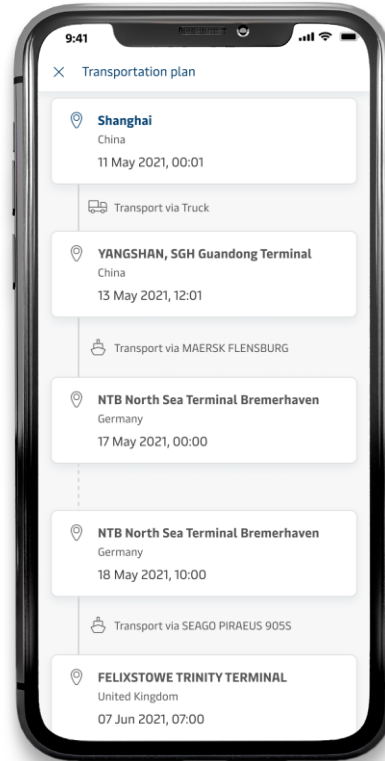
Booking



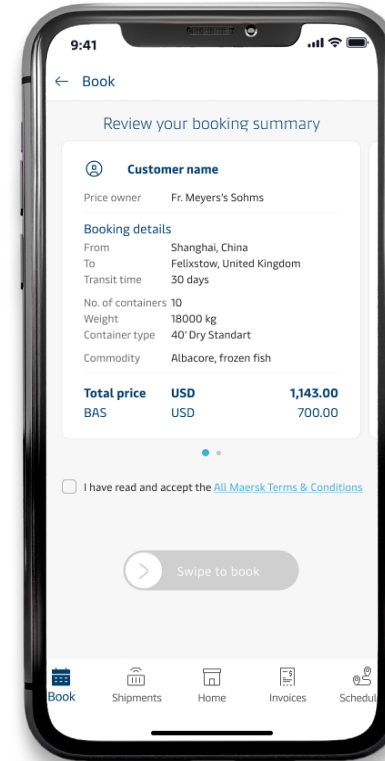
Results screen shows real time offers with cheapest shown in orange..



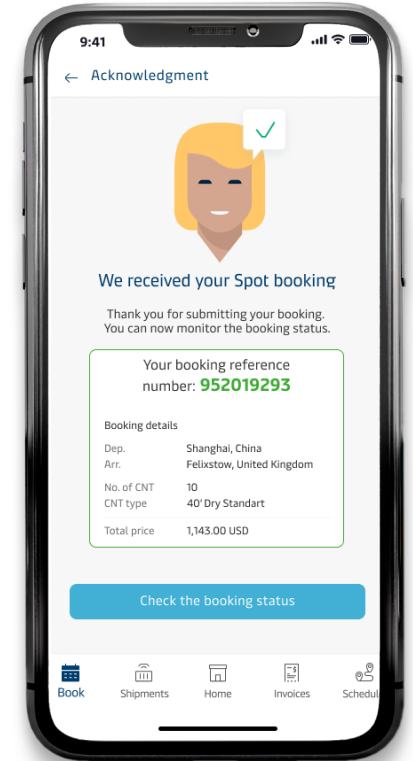
Offer details shows breakdown of transport plan, price, deadlines and spot fees



Users can dig deeper into the details of their spot booking



Users get a summary of their booking before swiping to book

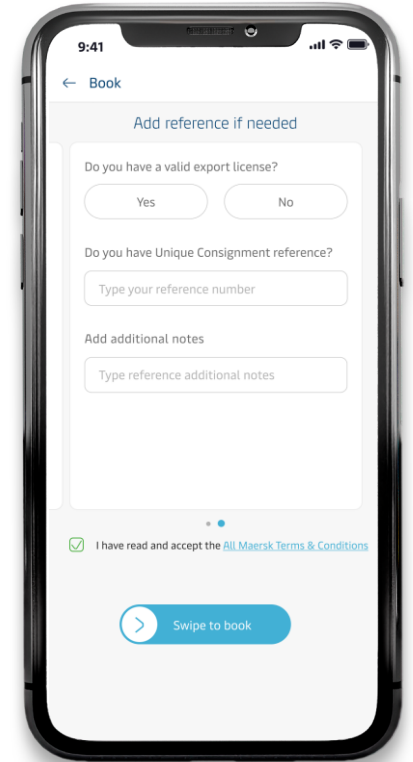
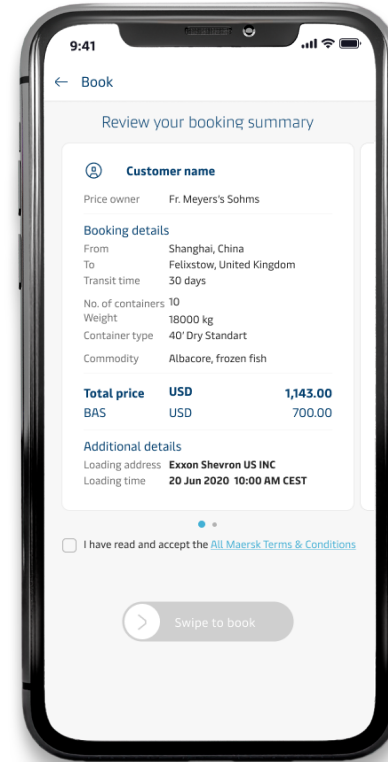
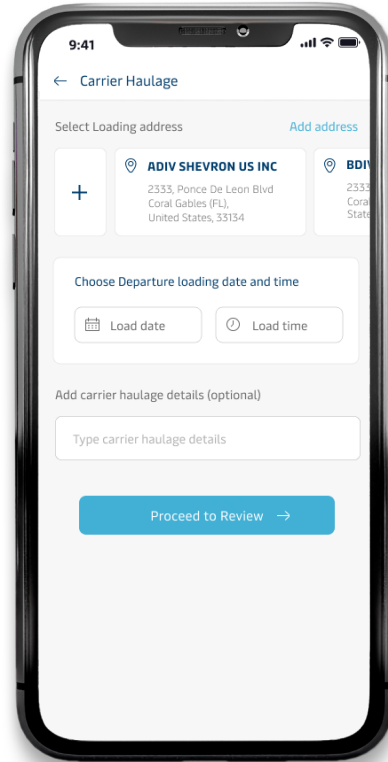
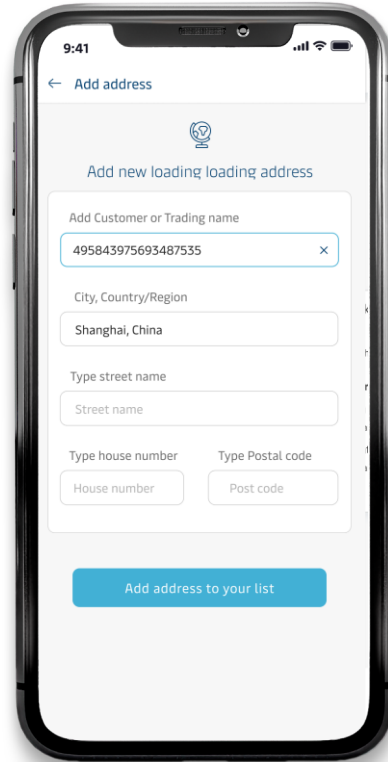
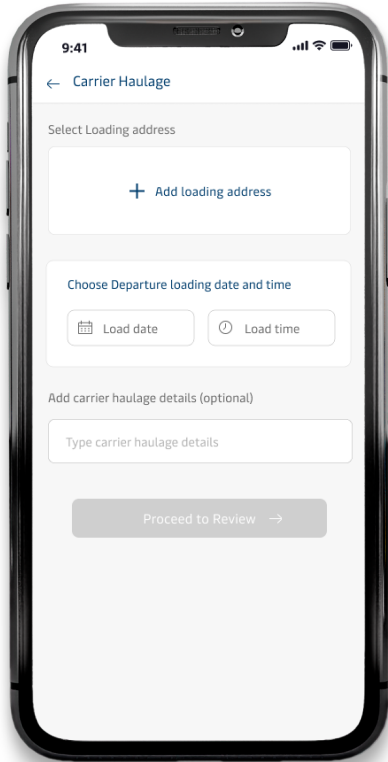


Acknowledgement of booking whilst user waits for confirmation, which comes via push and email

Spot Booking – Store door



Booking



Those wanting to book a door-to-door service can select store door

Users add loading and/or drop off addresses

Recent addresses allow for quick completion.
What 3 words opportunity here

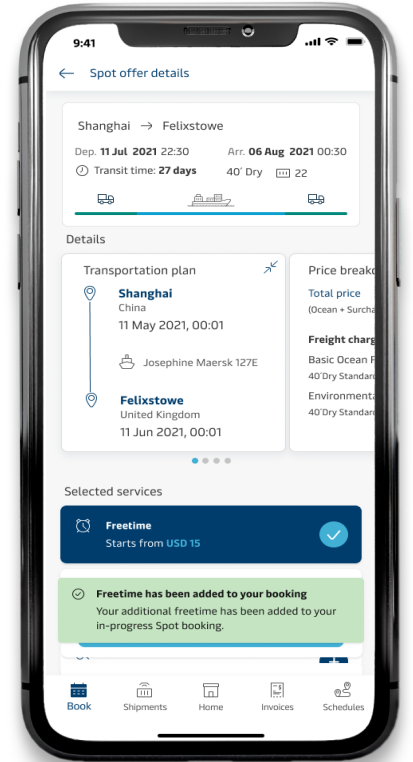
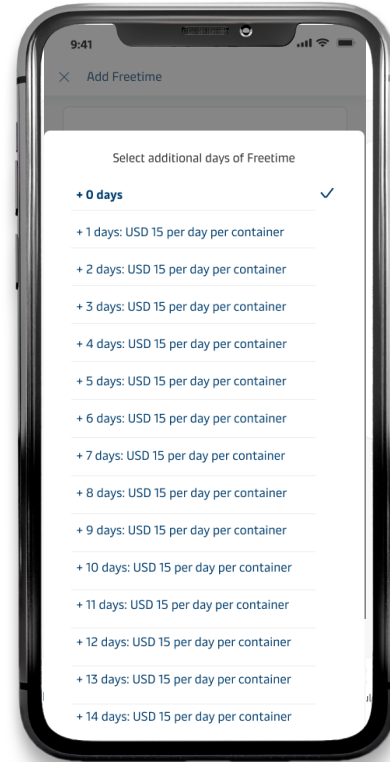
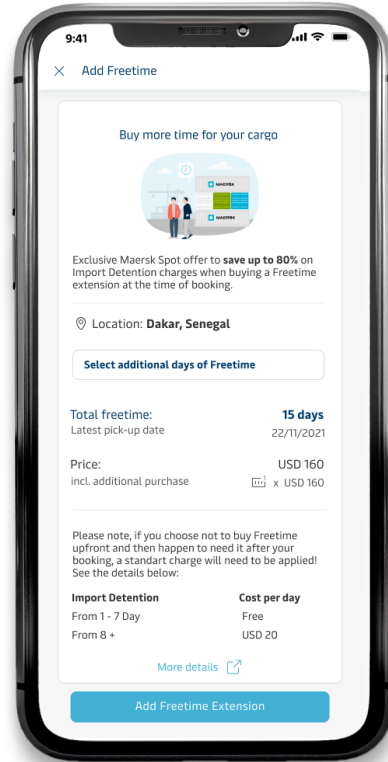
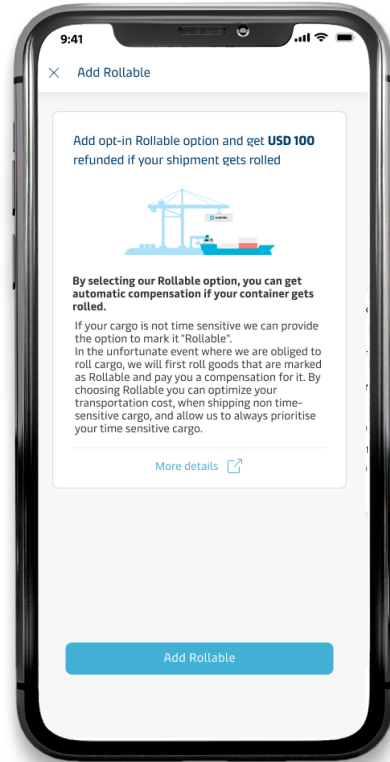
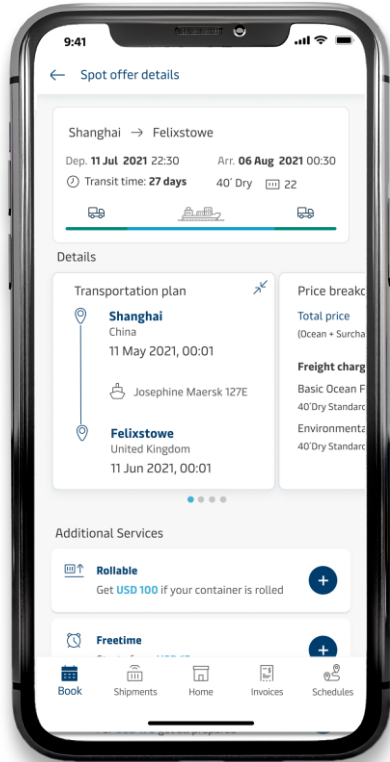
Users can review their booking

Option to add reference details and then swipe to book

Spot Booking – VAS



Booking



Rollable & Freetime can be added to a customers booking

Rollable gives customers compensation if their shipment gets rolled

Customers get X days free freetime (port dependent) but can pay to add more

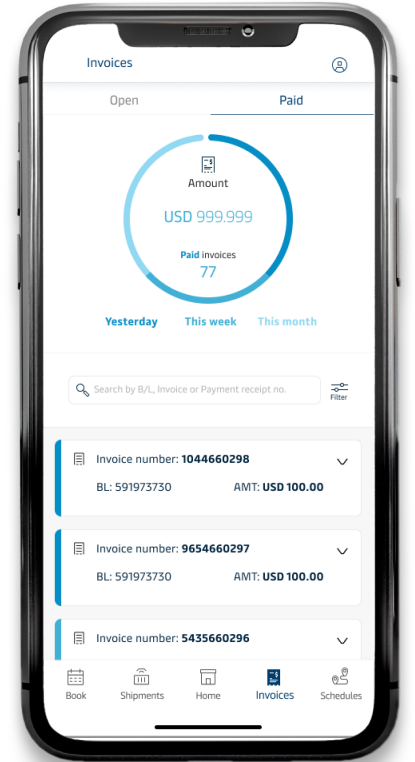
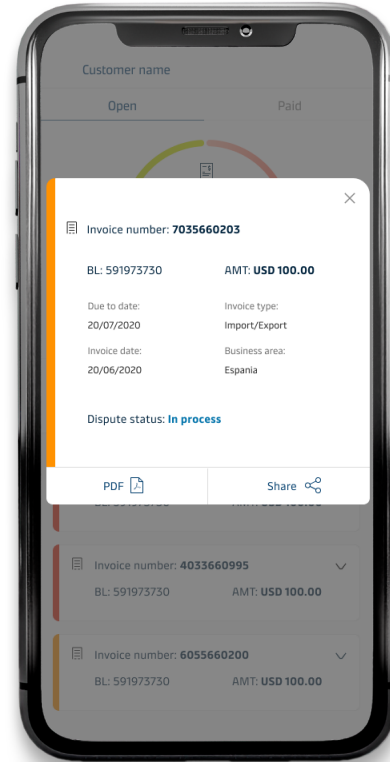
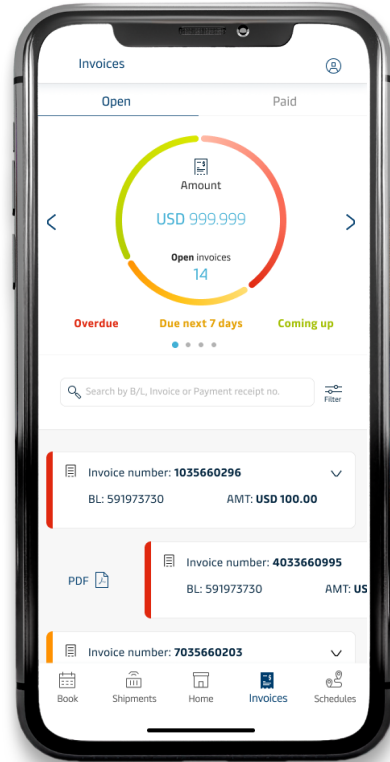
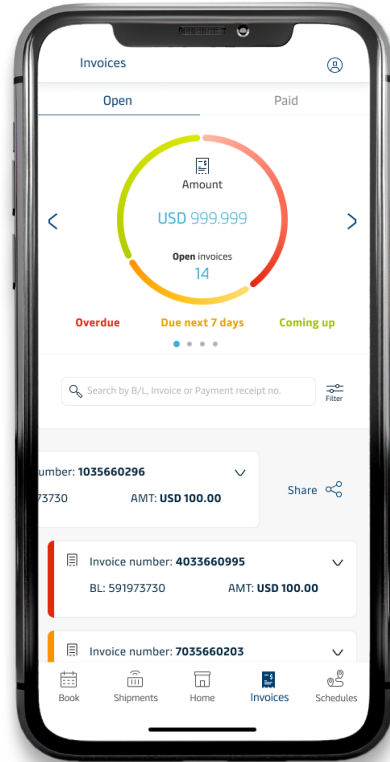
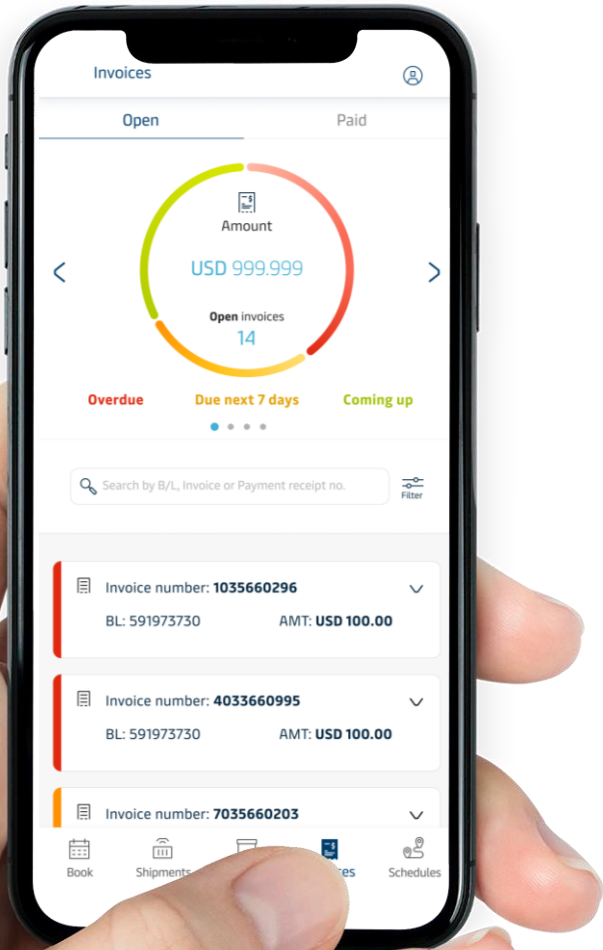
Additional days priced per day / per container

Confirmation of VAS added to booking before booking completion

Invoices



Invoices



Color coded invoice management showing overdue, due and upcoming

Swipe invoice left to reveal share feature

Swipe invoice right to reveal download to PDF feature

Click into invoice to see more details

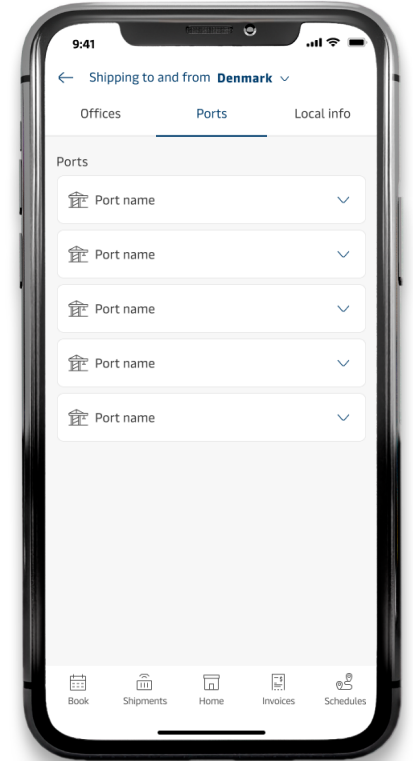
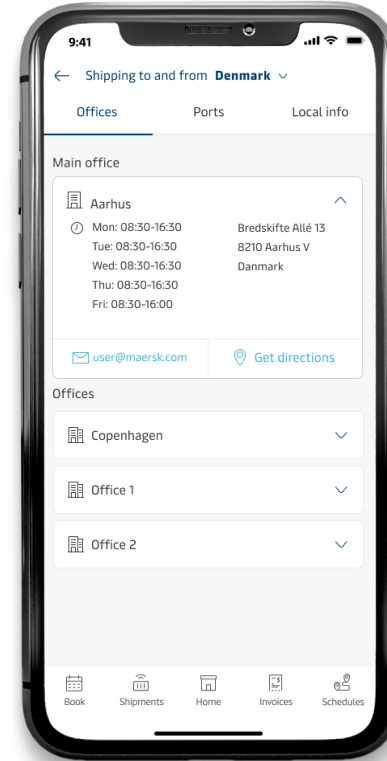
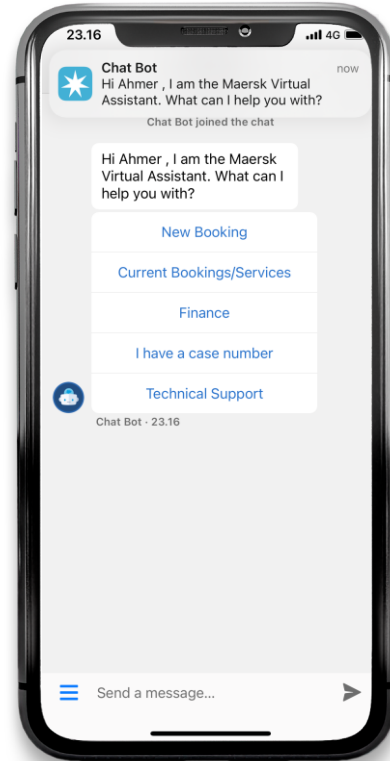
Paid tab shows historic invoices.

NB: Customers cannot pay on the app yet.

Chat support & Info



Support



Chat feature goes to a bot first to answer simple FAQ type questions

Users can speak to an agent if they need more support. Available 24/7

Office, Port and Local information is available through the home screen

Download the app! Check it out for yourself



Latest feature - Shipment Overview

Track, arrange & manage all your Maersk shipment in one place & on the go

Shipment overview

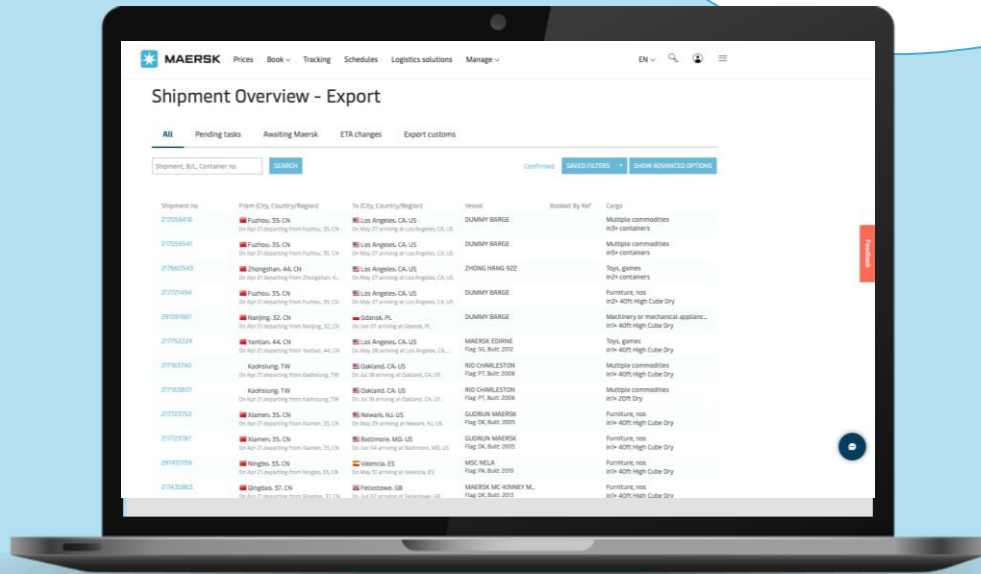
We know our customers find it essential to stay on top of their bookings and active shipments. They can currently find this information by a) looking on our website (6.6m page views in March) b) tracking with their exact shipment number on the web/app (907K per month) c) contacting an agent (1.8m emails per year).

The capability we are releasing on the Maersk app will provide a fast, easy way for mobile users to see all their shipments, status + any related tasks. To further enhance this experience for our users, we've built a pro-active 'push' notification that they can opt-in to to receive real-time notifications about their shipments. This release contains 2 features unique to the app: favourites & notifications

Our primary audience is our 7.6K logged in app users (March). Our secondary audience is a 10K segment of web (mix desktop & mob web) who we believe prefer a mobile experience.

We have a detailed go-to-market plan to launch and then activate this feature + our new notifications.

Shipment Overview - insights



Insights: web

Shipment overview is our most popular feature by page views on Maersk.com and growing +2.3% YoY

3.1m
Monthly
page views

Insights mob-web

Only 1% of users accessing via mobile web against a 10% mob web average. There's a 46% bounce R on this feature vs 15.9% on other features.

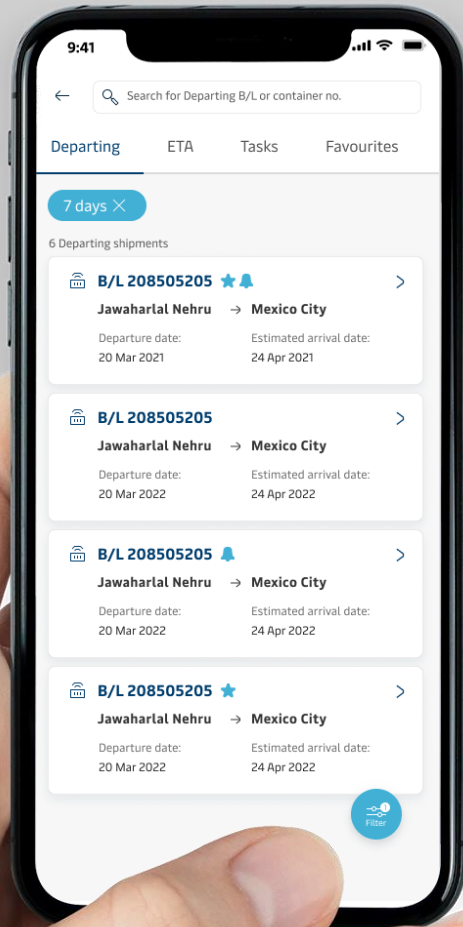
1%
Users

Hypothesis

We have approx. 10K monthly users who have a preference for mob. who we can adopt from mob web & desktop by creating a better mob experience.

10K
Users

Mobile app: Shipment overview



Bookings

- A user can view all their active bookings in a clear, mobile optimized format (4-6 bookings per screen view)
- A user can filter by Departing & Arriving, matching our customer roles
- A user can filter shipments
- A user can tap on a shipment to view related tasks

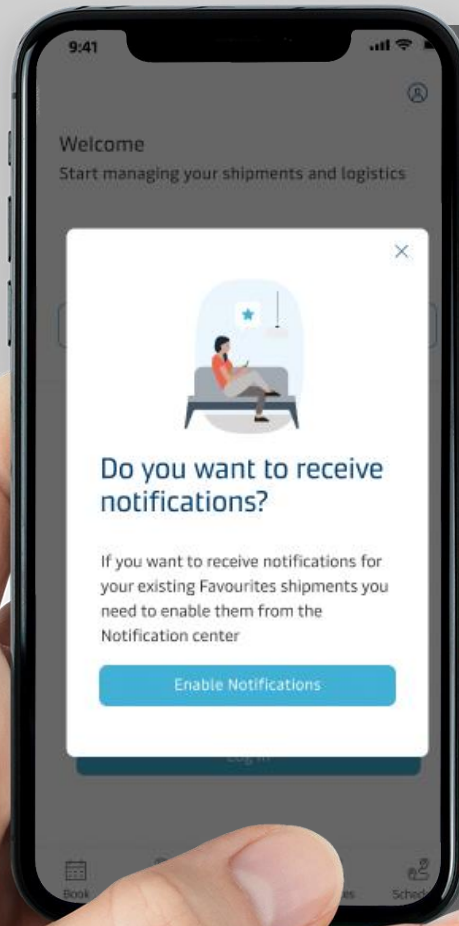
Favourites

- A user can swipe any booking & mark as favourite
- Our MVP saw 30K interactions in March from users (on ave 2.3 interactions per user)
- Favourites will now enable optional notifications to proactively help the user track their important shipments

Notifications

- A user opt in to receive notifications related to 4 key shipment events: Departure, ETA, Cancellation & Pre-arrival

Mobile app: Notifications



Our notification experience

- Notifications are enabled on automatically for all Android users @ device & notification centre. These are synced.
- An iOS user will need to have notifications enabled in their Maersk app device settings
- As default Shipment notifications is 'off' at a shipment level
- To get notifications a user must favourite and opt in to receive notifications for a particular shipment
- A notification will be triggered if a change is >12 hours from planned A notification is sent once related to an event within 1 12 hour period
- A user can tap their notification and view more details related to the notification against the relevant shipment.
- A user Manage notifications they receive, and delete notifications