

# Helping Our Customers Win



Inchcape Shipping Services is a global Ships Agency. Established 1847, Inchcape is one of the oldest and largest maritime services providers, with some 300 offices in 68 countries and a team of over 3,000 employees.

Over 300 employees across Inchcape's global workforce currently rely on vessel, company and maritime industry news and insight from services across Lloyds List group, to inform their understanding of the industry and explore and answer specific questions.

## Introducing

### David Barker

**Communications and L&D Manager**  
South Africa



David has two responsibilities, for overall learning and development at Inchcape, making sure employees have the right tools and information they need, and are fully trained on how to use them, as well as having responsibility for Inchcape's external and internal communications. David is accountable for managing the subscription to Lloyd's List Intelligence's Seasearcher online vessel research and tracking tool.

## What challenges were you looking to help colleagues address with our solutions?

Across the organisation, in hubs and service centres, many colleagues need to make quick decisions around whether to work with a client and accept appointments.

Having on-demand access to detailed information about individual vessels and owners, to do the required due diligence within the required response time, is key.

Individuals require different levels of information, depending on the level of research needed. For example, KYC (know-your-customer) checks are done by the Legal Team, General Managers and Commercial Teams sometimes require them to do detailed reviews of a vessel's movements, and track their past movements.

"It's very important to get a detailed view of a vessel to do risk assessments and legal checks before accepting appointments. We have a Service Level Agreement to get back to potential clients within two hours but it's important to do this thoroughly and ensure we know of any links to sanctioned areas or organisations to understand risks."

When actively looking to expand their business and secure more work, Commercial Teams also need a research tool that allows them to easily identify opportunities, for example, to understand when a previous client's vessel is heading to another location that Inchcape have a presence in, so they can approach them and offer services in that location.

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**“We might know we’ve represented a vessel in Durban and if we can see it’s coming into a different port, we can approach them to see how we can represent them and offer services in the next port location.”**

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**What impact do these challenges have on your business?**

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Making decisions to work with a new organisation or vessel without detailed due diligence opens companies up to commercial and compliance risk. Not having trusted databases available to search across when needed, providing the complex vessel ownership and movements data laid out with any risks flagged, would mean wasted time trying to get an accurate picture.

Not being able to provide audit trails and trying to piece together data from multiple sources, that don’t join up to give a single view, increases the risk of missing vital insight on previous high risk vessel activity or links to a sanctioned organisation or vessel.

“Having access to the right data provides comprehensive insight we use to make an informed decision and mitigate the risk that an entity in the fleet of an organisation we’re working with is connected to a sanction.”

**What were the most important features and capabilities that you were looking for?**

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Flexible searching was key for Inchcape so that individuals can get to the precise information, quickly:

- Having the ability to search by vessel name or IMO number
- Starting a search by a geofenced area
- Searching across a whole fleet was very important

“When reviewing a company, employees start their search by company name or by a vessel, and review as much information as possible about these. Being able to start their search by these routes is critical, as well as having all the data linked together.”

**How would you describe the impact to your business of these services?**

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The most important benefit for Inchcape is knowing that they have verified, reliable and complete data on vessels on which to base reviews and mitigate risk; they don’t want to be in a position that they are being flagged as having an association with a business that is linked to sanctions. They don’t have time to compare or join up data from different data sources so knowing they can access one consolidated and validated view saves time and gives employees confidence to make decisions.

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**“Saving time by knowing that you are constantly updating information and that we can get real time updates on the spot is a key benefit.”**

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Inchcape also benefits from regular face to face updates from their Account Manager and Customer Success team, making sure they know how to use new features available and to answer questions they have around the data.

“Tom is a fantastic Account Manager, he keeps in regular contact and has quarterly reviews with us. He’s very responsive to emails and very helpful with helping us get the most out of our services.”

**To find out more about how Lloyd’s List Intelligence can help your business win please contact us on.**

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