

Appendix B Objectives and Target of International Sea Freight Forwarding (NVOCC)

No.	Key performance indicators	Target	Formula	Category				Scope				Quality Objectives	Remark
				Quality	Safety & Env.	Efficiency	Non-productive cost	Import	Export	TPL	A/C		
1	Success to transfer B-DES data	≥ 80%	$\frac{\text{Shipment on time} \times 100}{\text{Total shipment}}$	✓					★	★		Provide information shipment to destination on time	
2	Ready to release B/L after ATD within 2 days	≥ 90%	$\frac{\text{B/L release after ATD within 2 days} \times 100}{\text{Total release B/L}}$	✓					★	★		Provide shipping document to destination on time	
3	Success to provide vessel space booking within 1 day after received Booking acknowledge from Carrier.	≥ 90%	$\frac{\text{Vessel space booking sent within 1 day} \times 100}{\text{Total Vessel space booking}}$	✓					★	★		Information for customer preparing shipment	
4	Success to provide B/L for customer verify & confirm before ETA	≥ 90%	$\frac{\text{จำนวน B/L confirmed before ATA} \times 100}{\text{Total import B/L}}$	✓				★				Information for customer preparing cargo release	
5	Success to amend data on time of sea liner	≥ 90%	$\frac{\text{Amend B/L} \times 100}{\text{Total B/L}}$	✓				★				Enter accuracy data to sea liner on time	
6	Success to received D/O with sea liner not over 2 days from ATA	≥ 95%	$\frac{\text{Received D/O within 2 days from ATA} \times 100}{\text{Total D/O}}$	✓				★				Support customer to do cargo release on time	
7	Accuracy to create Debit Note	≥ 90%	$\frac{\text{Accuracy debit Note} \times 100}{\text{Total issued debit note}}$	✓							★	To accuracy debit note	
8	Success to follow up oversea debt	≥ 30%	$\frac{\text{Amount oversea debt 2009} - \text{Amount paid} \times 100}{\text{Total amount oversea debt}}$	✓							★	To reduce debt from oversea agency	
9	Success to create account of consol shipment	≥ 90%	$\frac{\text{Shipment consol close job on time} \times 100}{\text{Total shipment consol}}$	✓							★	To create income /expenses of consol shipment on time	
10	Success to do reimburse for oversea agency	≥ 70%	$\frac{\text{Amount reimburse /paid within 60 days(THB)} \times 100}{\text{Total amount of advance paid (THB)}}$	✓							★	follow up oversea agency to do payment on time	
11	Customer satisfy average	≥ 80% Criteria score	$\frac{\text{Sum average score of all customers}}{\text{No. of reply customer}}$	✓				★	★	★	★	To take customer satisfaction report and action for improvement to get the customer loyalty	
12	Percent of participants attend the training course	≥ 95%	$\frac{\text{No of employees who attend all training courses} \times 100}{\text{number of target group of all training course}}$	✓				★	★	★	★	To evaluate the achievement of personal skill and encourage to develop human capability and talent.	