



New air waybill system a boon for forwarders

Coupled with continuing geographical expansion of its worldwide scheduled service network, Polar Air Cargo, Inc. (Polar) is also focusing hard on further enhancing the quality of service offered to its customers.

A key recent development in that context has been the installation of a new air waybill operating system. Once fully operational, this will enable the company to provide the sort of end-to-end monitoring of consignments now being demanded by forwarders.

Edward Hernandez, Polar's Senior Vice President of Sales and Marketing explained that once all the processes are fully established, Polar will be able to better monitor the basic milestones that any forwarder would want covered in the total air cargo transit cycle.

"We are very excited about this development," said Hernandez. "In the past we have experienced occasional difficulties in measuring and monitoring our service levels. Now, we feel we have the tools in place to help us monitor the complete transit from the time we collect the cargo at a depot off-gateway to the time we deliver it to an offline point via a feeder service."

This will also enable Polar to participate in the current ongoing worldwide air cargo industry Cargo 2000 quality management program for airlines and forwarders.

The basic objective of that program, according to Cargo 2000, is to "implement processes, backed by industry-specific standards, that are measurable and supported by data, thereby improving the efficiency of air cargo, enhancing customer service levels and reducing operational costs".

Phase 1 of the Cargo 2000 program, covering airport-to-airport shipments and shipment planning and tracking at the master air waybill level, is already in widespread operation with members certified at several hundred locations worldwide.

More recently, some members have also started implementing Phase 2, which measures house air waybills for door-to-door shipments. Now, final specifications are being approved for the third and last phase, which covers shipment planning and tracking at piece level, document tracking and cycle control. That phase will also address the critical issue of security.

Meanwhile, elsewhere on the service quality front, Polar is continuing to develop its in-house yield management tools to



help the company manage freighter aircraft capacity better. "From Polar's own business efficiency perspective, this development will help the company manage the increasing complexity of the point-to-point capacity between its various hubs around the world." Hernandez said.

"Now, we feel we have the tools in place to help us monitor the complete transit from the time we collect the cargo at a depot off-gateway to the time we deliver it to an offline point via a feeder service"

"The significance of this development to our customers is that it will diminish the chances of their cargo being offloaded at any point due to a lack of space or a missed connection at one of the hubs.

"Overall, Polar attaches great importance to the issue of service quality, both in terms of the company's own business performance and, crucially, in meeting the high standards demanded by its customers. We have to get the service right at all levels. We have to make sure that we are best in class!"



Edward Hernandez, Polar's Senior Vice-President of Sales and Marketing

