

Transforming Evergreen Customer Service for the Digital Shipping Era

Innovation • Compliance • Digital Trade • Customer Experience



EMC TPE/CRM Annie Chiu

Digitalization Is Reshaping the Container Shipping Industry

The container shipping industry is rapidly moving toward digitalization.

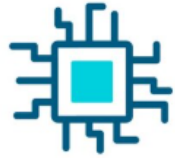
Key drivers include:

1. Regulatory pressure
 - ▶ Increasing compliance requirements
 - ▶ Global sanction regulations
2. Industry digital standards
 - ▶ DCSA digital shipping initiatives
 - ▶ Electronic Bill of Lading adoption
3. Customer expectations
 - ▶ Faster documentation processing
 - ▶ End-to-end shipment visibility



Shipping companies are transforming from transport providers to digital logistics platforms.

Customer Service Must Evolve to Support Digital Shipping



AI-Driven Cargo Compliance



eBL Digitalization



Customer Due Diligence



Digital Customer Platform – ShipmentLink



AI-Powered Risk Control Framework



Customer Service Transformation Roadmaps

AI Significantly Improves Cargo Compliance and Operational Efficiency



Enhance compliance accuracy, reduce operational risk, and improve processing speed

- Deploy AI models to automatically review cargo descriptions and HS-code alignment.
- Detect inconsistencies between declared cargo, booking details, and historical shipment patterns.
- Flag high-risk commodities (Restricted/Controlled cargo, Waste Product, Dual-use/Permit items).
- Improve turnaround time while minimizing manual intervention.

Strengthening Customer Due Diligence to Manage Global Trade Risks



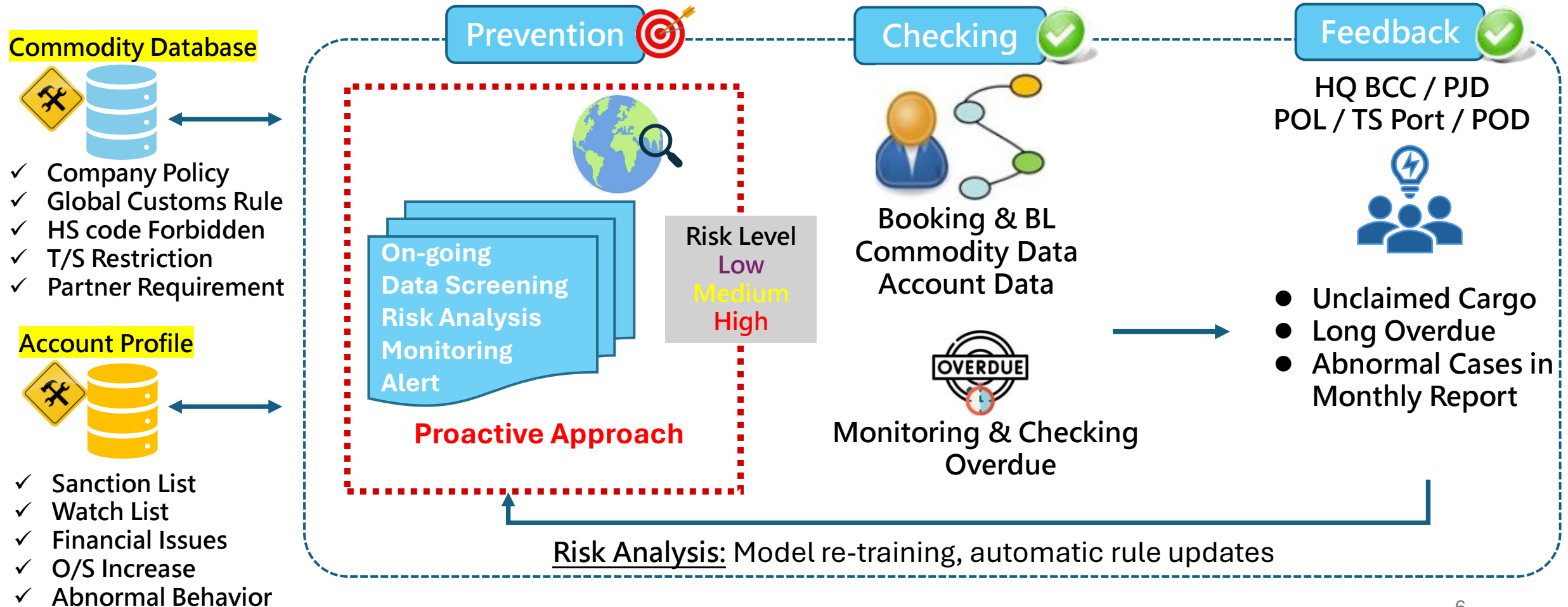
Safeguard revenue, ensure regulatory compliance, and enhance risk management

- Real-time sanction list screening (OFAC, EU, UN, UK, Local Authorities).
- Continuous monitoring of beneficial ownership and trade routes.
- Dynamic credit risk scoring using payment history and market intelligence.
- Early warning system for overdue accounts and financial stress signals.

AI Enables End-to-End Cargo and Customer Risk Monitoring

An end-to-end, **big-data + AI-learning solution** for risk assessment control.

It covers the whole life cycle : **Prevention → Monitoring → Incident Handling.**



AI Improves Customer Information Verification and Compliance

1. BI Information

← Back B/L No. 708680007475 B/K No. 708680007475

VSLVOY KTEM006W 4P MXAPD MXMZO INNXV INNXV

Shipper

GCX INTERMODAL SA DE CV
CARRETERA AL PUERTO INDUSTRIAL DE
ALTAMIRA 1800 INT. 2
LAS MARGARITAS, ALTAMIRA
TAMAULIPAS MEXICO, CP 89602
RFC: GIN241009I30

2. MDB1W300 BL Data

Shipper (2) MXG001470 Payer MXG001470

ACT exporter Copy Save Template Template

Display on B/L

C A T *

CARRETERA AL PUERTO INDUSTRIAL DE
 ALTAMIRA 1800 INT. 2
 LAS MARGARITAS, ALTAMIRA
 TAMAULIPAS MEXICO, CP 89602
 RFC: GIN241009I30

Country MX MEXICO City ALTAMIRA
State TAM ZIP 89602

Data maintenance

Company Name GCX INTERMODAL SA DE CV
Street CARRETERA AL PUERTO INDUSTRIAL DE ALTAMIRA
1800 INT. 2 LAS MARGARITAS, ALTAMIRA
TAMAULIPAS MEXICO, CP 89602
P.O.BOX
Add More

Tax RFC (MX) MX GIN241009I30

1. Automatically check if customer information comply with Government Regulations
2. Improve the accuracy of Sanction compliance check



AI Identifies Commodity Compliance Requirements



1 Permit for **Tilapia Fillets Import** to Honduras (CNYYT/CNYYT/HNZPU/HNZPU) Commodity: FROZEN TILAPIA FILLETS



1. Global DOC

5. Permit for Tilapia Fillets and Sardines Imports

To confirm whether a tilapia and/or sardine shipment is accepted in Honduras, it is mandatory to provide the Zoosanitary Import Permit issued by SENASA prior to booking the shipment. If the required documentation is not provided, the cargo will not be accepted.

2. SOL+GSCS

Country	Honduras	
Controlled Cargo	Import	Permit for Tilapia Fillets and Sardines Imports To confirm whether a tilapia and/or sardine shipment is accepted in Honduras, it is mandatory to provide the Zoosanitary Import Permit issued by SENASA prior to booking the shipment. If the required documentation is not provided, the cargo will not be accepted.

3. SOL+ Export System (MDB1W300)

149409801895

B/L basic data
S/C/N data
Container data
Marks/Description
Laden On Board
Others

Commodity AI

View BI

Shipment Notes

B/L Movement

Correction Summary

Customs

B/L Unlock

Reactivate

Check Customs Rule

Draft B/L Print

Modify Log (CRD Only)

Commodity AI

-Description: **FROZEN TILAPIA FILLETS**

-CN Export: Risk Assesment Compliance Passed

-HN Import: **TILAPIA FILLETS** is listed in Import Controlled Cargo Violation Alert

AI Prevents Regulatory Violations in International Cargo Shipments



SAUDI ARABIA _ Vehicles must be ≤ 5 years old (or > 30 years for antiques) (USLAX/USLAX/SADMN/SADMN)

1. Global DOC

- 3.4 Foodstuff: must specify detail commodity, quantity, package unit - generic "foodstuff" is not accepted.
- 3.5 Vehicles: must be ≤ 5 years old (or > 30 years for antiques).
- 3.6 Military cargo: requires prior approval (2 weeks in advance) + end-user certificate, embassy authentication

2.1 B/L Commodity: 2022 BMW

B/L NO. 401510626071 [More Info.](#) B/K NO. 401510626071 [i](#) Local DOC No. [i](#)

4P USLAX/USLAX/SADMN/SADMN Pre-Carriage VSLVOY MACH1427-01

Contract No. F SC102400 [OK](#) [i](#) Booking Place USLAX Issue Place/Date

[v B/L Process](#) [v B/L Release](#)

1	NO MARKS	USED AUTO:HS CODE: 8703.23.0190
		2022 BMW 840I
		VIN # WBADZ2C04NCH67645

2.2 B/L Commodity: 2010 BMW

B/L NO. 401510626071 [More Info.](#) B/K NO. 401510626071 [i](#) Local DOC No. [i](#)

4P USLAX/USLAX/SADMN/SADMN Pre-Carriage VSLVOY MACH1427-013W

Contract No. F SC102400 [OK](#) [i](#) Booking Place USLAX Issue Place/Date

[v B/L Process](#) [v B/L Release](#)

1	NO MARKS	USED AUTO:HS CODE: 8703.23.0190
		2010 BMW 320I
		VIN # WBADZ2C04NCH67645

3.SOL+ Export System (MDB1W300)

- Commodity AI**
- View BI
- Shipment Notes
- B/L Movement
- Correction Summary
- Customs
- B/L Unlock
- Reactivate
- Check Customs Rule
- Draft B/L Print
- Modify Log (CRD Only)

Commodity AI

- Description:USED AUTO 2022 BMW 840I
- US Export: Risk Assement Compliance Passed
- TW Transship: Risk Assement Compliance Passed
- SA Import: Risk Assement Compliance Passed**

Commodity AI

- Description:USED AUTO 2010 BMW 320I
- US Export: Risk Assement Compliance Passed
- TW Transship: Risk Assement Compliance Passed
- SA Import: Used vehicle (2010 BMW 840I) exceeds the ≤ 5 -year age limit for Import without prior approval; it's falls under Import Control Cargo **⚠️ Violation Alert****

Electronic Bill of Lading Is Transforming Global Trade Documentation



Accelerate digitalization, reduce paperwork, and increase transaction security

- Promote adoption of DCSA-compliant electronic Bill of Lading (eBL).
- Collaborate with banks, shippers, and forwarders for ecosystem alignment to build a digital trade framework.
- Reduce documentation cycle time and fraud risk.
- Support sustainability by lowering paper consumption.

The Advantages of e-B/L

Complete B/L transfer in seconds with seamless API integration

Fast speed



Carries the same legal weight as paper bills

Lower Risk



Eliminate courier fees & document handling costs

Cost Saving



Legal Validity



Digital transfers that prevent loss and forgery

Sustainability



Reduces paper & carbon emissions

Evergreen Supports a Global eBL Digital Trade Ecosystem



Capture new growth segments and adapt service models to digital trade

- Growth of e-commerce in Latin America.
- Demand for faster transit time and greater shipment visibility.
- Integration with digital platforms and APIs.
- Data-driven customer engagement and proactive communication.

ShipmentLink Provides an Integrated Digital Platform for Customers



The image shows a screenshot of the ShipmentLink eB/L website. The top navigation bar is dark blue with the text 'ShipmentLink eB/L' and three dropdown menus: 'Introduction', 'Register', and 'FAQ'. A user profile icon is on the right. The main content area has a dark green background with a glowing green graphic of a ship and three clouds connected by lines. The text 'Go Green, Go e-B/L' is prominently displayed, followed by 'For Seamless, Sustainable Shipping!'. Below this is a paragraph: 'Experience efficient, innovative, and secure electronic bills of lading, driving digital trade documentation and sustainable net-zero initiatives.' At the bottom, there are logos for 'wave BL', 'wisetech global 慧咨环球', 'CargoX', and 'IGP&I approved eBL platform'.

ShipmentLink eB/L

Introduction Register FAQ

Go Green, Go e-B/L

For Seamless,
Sustainable Shipping!

Experience efficient, innovative,
and secure electronic bills of lading,
driving digital trade documentation and
sustainable net-zero initiatives.

wave BL

wisetech 慧咨
global 环球

CargoX

IGP&I approved eBL platform

Customer Guidance and FAQ Support Accelerate eBL Adoption

ShipmentLink e/B/L Introduction Register FAQ

FAQ

- 1 How e-B/L works ?**

e-B/L is transferred through the certified platform via API. After the cargo is loaded, the Carrier issues the e-B/L directly through the platform. Shipper then transfer the e-B/L to the consignee instantly via the platform. If there's any request for amendment, it can be instantly corrected online once customer surrender e-B/L via platform without re-courier physical documents. The final holder surrenders the e-B/L to Carrier, enabling immediate release of goods.
- 2 How to use e-B/L ?**

Currently, Evergreen is cooperate with 3 certified platforms (WAVE / CargoX / WiseTech). Please register with one of them or ensure you're already have the membership. After registration, the platform will provide an unique identifying code, please confirm with Evergreen if the information has been received and set up in the system. Once done, you may start to request e-B/L.
- 3 Do all the parties need to agree to use an e-B/L?**

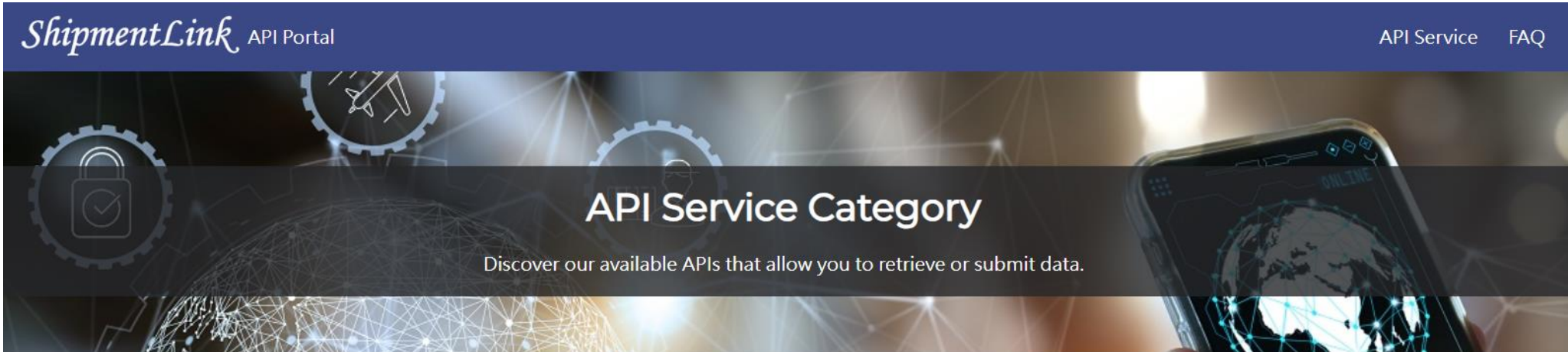
Yes. Shipper and Consignee must register with the certified platform and agree to use e-B/L before issuance.
- 4 Can an e-B/L be printed and used as a paper document?**

Yes. Most platforms allow a PDF export for reference, but the legal title remains with the electronic record.
- 5 What's the difference between e-B/L and i-B/L ?**

Both e-B/L and i-B/L are electronic B/L while e-B/L can be transferred between different platforms and i-B/L could be transferred only on the Shipmentlink.

API Integration Enables Seamless Digital Connectivity with Customers

ShipmentLink API Portal API Service FAQ



API Service Category

Discover our available APIs that allow you to retrieve or submit data.



Track & Trace

Shipment Track & Trace not only tracks the status of each customer's goods, but also captures various activities related to shipment, container & transport. Through the concept of Shipment Event, customers can change the way of logging events. Through the concept of Shipment Actions, customers can change the way of logging various activities related to shipment, container & transport. Through the concept of Shipment Event, customers can change the way of logging events. Through the concept of Shipment Actions, customers can change the way of logging various activities related to shipment, container & transport.



Booking

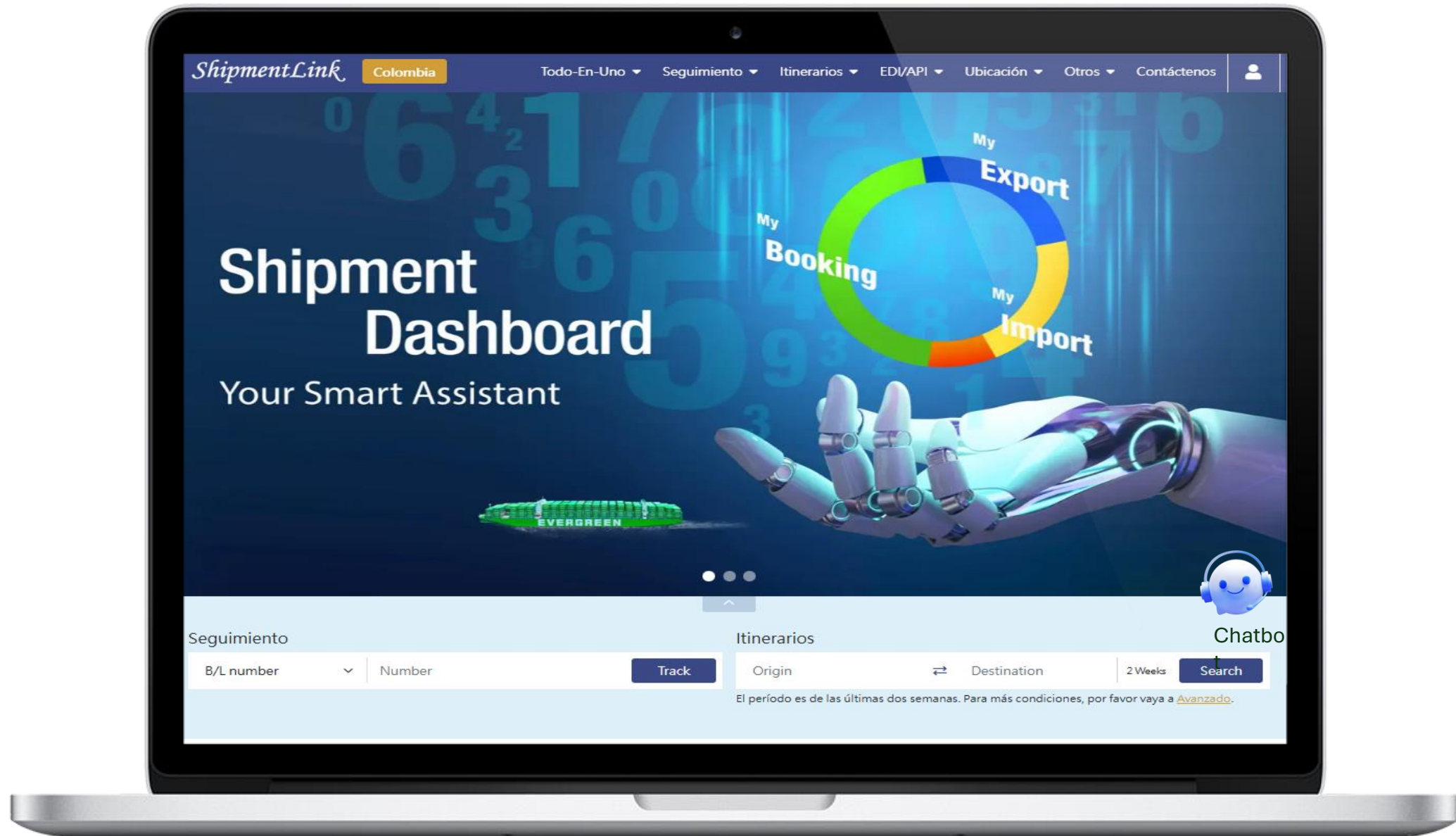
From booking request to booking confirmations, customers can quickly complete a booking and obtain the booking result through the Evergreen Booking service. Once the client initiates the process, the system compiles the information and processes the system, the system compiles the information and processes the system, the system compiles the information and processes the system.



eBL

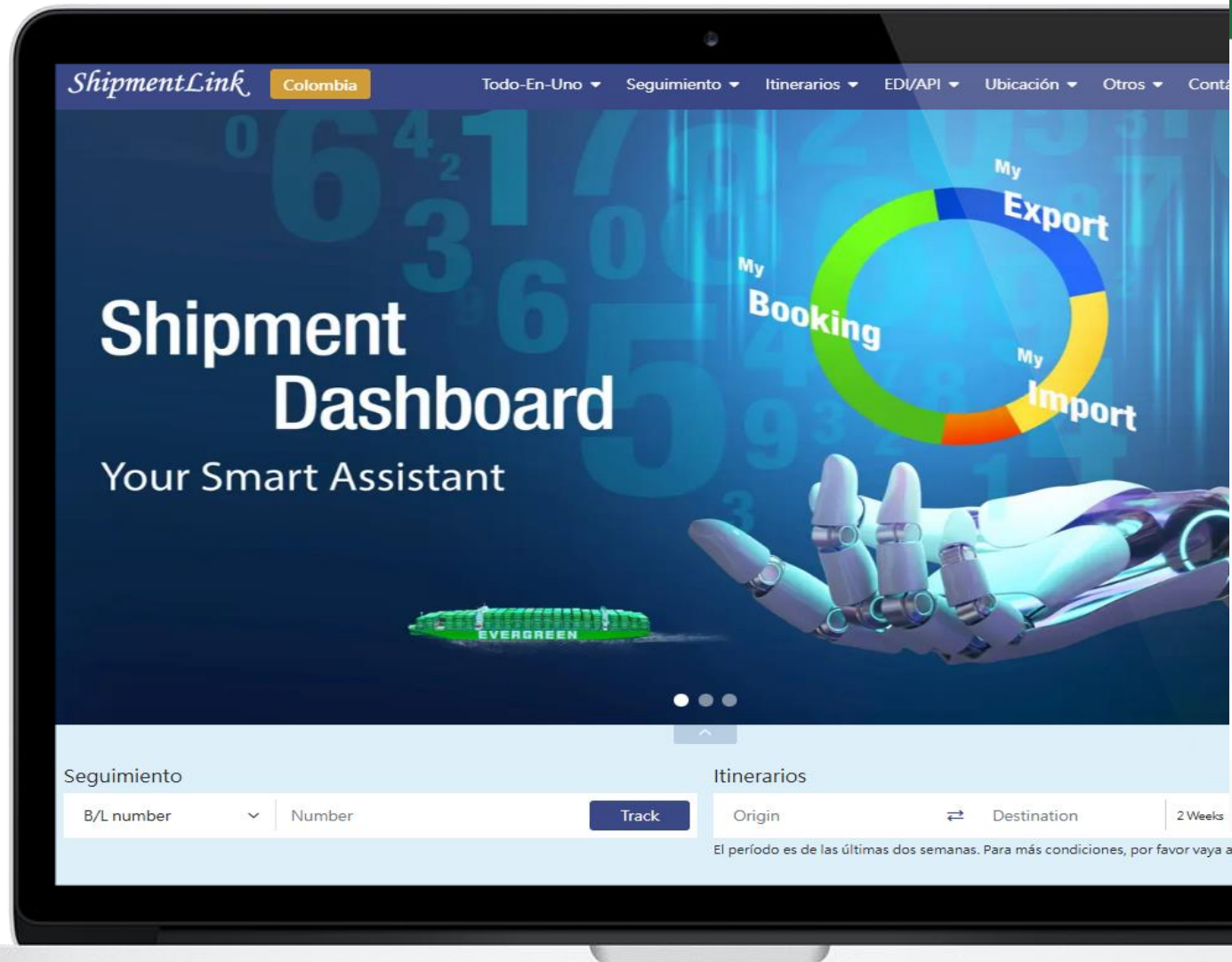
Within the shipping industry, the evolution of electronic and paperless transactions has led to the introduction of the Electronic Bill of Lading (eBL). Evergreen's eBL Application Programming Interface (API) platform conforms to the common interface (API) platform conforms to the common interface (API) platform conforms to the common interface (API).

AI Customer Assistants Enable 24/7 Digital Customer Support





AI Chatbots Understand Customer Requests Through Natural Language Processing



Vamos a charlar

Hola! Seré tu asistente de Atención al Cliente virtual. ¿Cómo puedo ayudarte?

¿Cómo puedo obtener las facturas de mi embarque?

La facturación en importación es generada de manera previa al arribo a puerto colombiano, mientras que la facturación en exportación es generada previa al zarpe desde puerto colombiano.

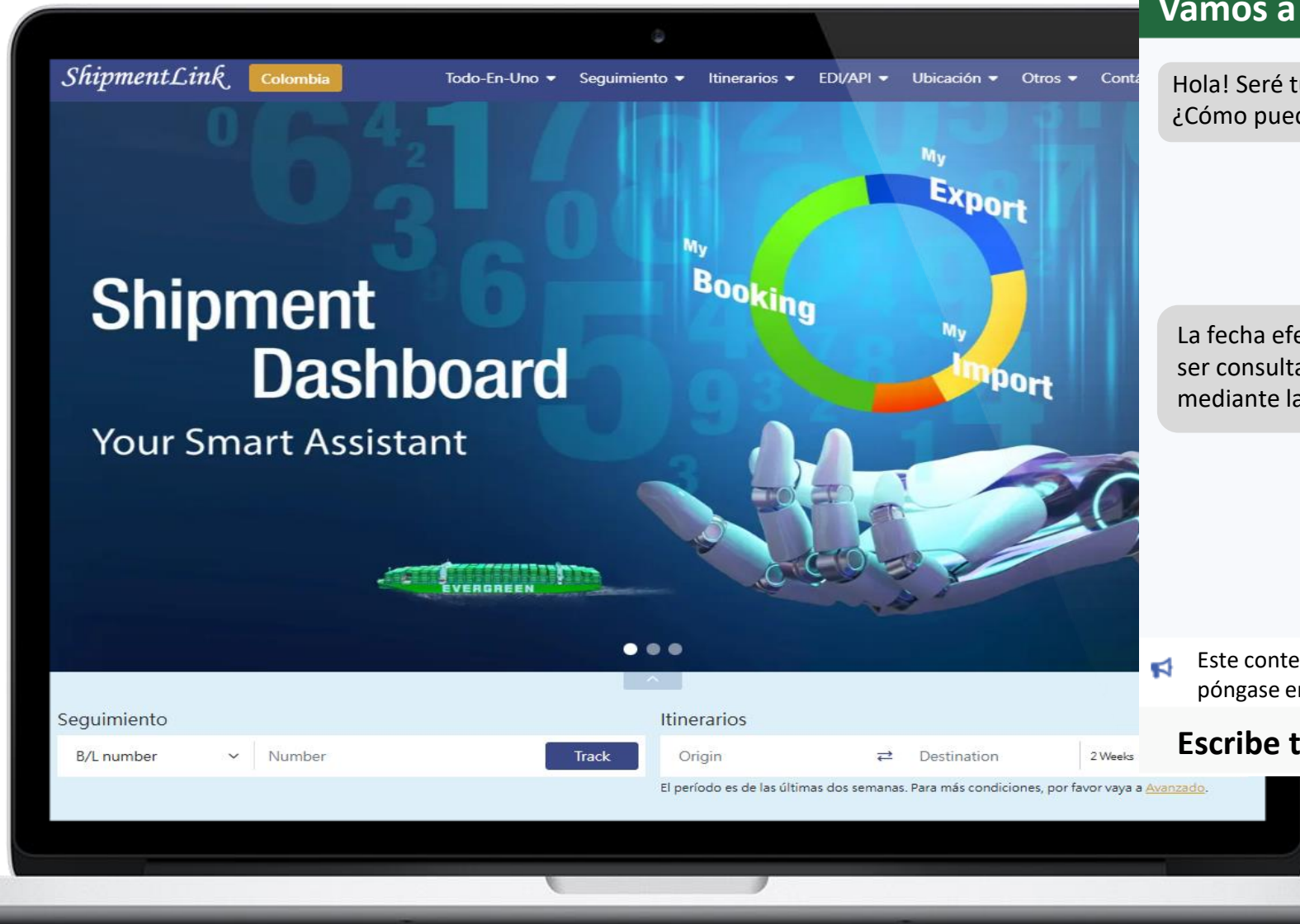
Si aún no ha recibido facturación o desea cambiar el E-mail de recepción de facturación agradecemos remitir su solicitud al buzón arinvoices@evergreen-shipping.com.co

Este contenido es generado por IA. Si tiene algún problema, póngase en contacto con el servicio de atención al cliente local.

Escribe tu mensaje



AI Chatbots Provide Instant Responses and Direct Navigation



Vamos a charlar

Hola! Seré tu asistente de Atención al Cliente virtual.
¿Cómo puedo ayudarte?

¿Cómo puedo consultar la fecha de arribo del buque al puerto de destino?

La fecha efectiva de arribo de una Motonave puede ser consultada en la opción "Sailing Schedules", mediante la opción "[Terminal Prospect](#)"

Este contenido es generado por IA. Si tiene algún problema, póngase en contacto con el servicio de atención al cliente local.

Escribe tu mensaje

Evergreen Is Building the Next Generation of Digital Customer Services

Evergreen's customer service transformation will focus on three phases.



These initiatives enhance efficiency, compliance, and customer experience in global shipping operations.



THANK YOU