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Ninja Van Malaysia vows to do whatever it takes to resolve shippers' issues
The Effortless Campaign aims to redefine shippers' delivery experience



Kuala Lumpur, Malaysia (15 February 2022) – [Ninja Van Malaysia](#), one of the country's leading tech-enabled express logistics companies, announces the launch of its [Effortless Campaign](#) to reinforce its commitment in providing hassle-free deliveries to all its shippers and shoppers.

The campaign is an extension of the "Fantastic Service Recovery" initiative, which is a key pillar of Ninja Van's tech-enabled logistics narrative. By elevating its operational excellence and prioritising shipper support, Ninja Van Malaysia aims to drive even higher shipper retention and brand loyalty.

In addition to a promise of issue resolution within 24 hours, 7 days a week, multiple touchpoints are set up to create effortless communication. Ninja Van Malaysia's Customer Support Team will also be accessible every day.

According to Adzim Halim, CEO of Ninja Van Malaysia, the campaign is to strengthen the company's commitment to go the extra mile to continuously deliver delight and speed to both shippers and parcel recipients. "By examining the types of shipping pain points our shippers face, we've developed an approach towards issue resolution to ensure that we are able to reliably resolve all unhappy shippers' issues quickly. To do this, strict processes and real-time data are in place to ensure that our Ninjas are equipped to effectively resolve issues for shippers," he added.



[NinjaChat](#), an AI-powered social messaging system, was introduced to provide a seamless shippers' delivery experience. The app allows shippers to directly manage and monitor the deliveries and orders to their customers through the use of a suite of tools. Available across FB Messenger, Telegram, Viber, and Line, shippers also have the option of contacting a shipper support team member or their dedicated account manager to attend to their queries.

Since its inception in 2015, Ninja Van Malaysia has emerged as one of the leading last-mile logistics companies in the country, serving thousands of shippers in both the e-commerce, social commerce, and B2B space. Today, they have extended their products and services to include retail stores, pick-up and drop-off (PUDO) services, as well as to foray into non e-commerce delivery sectors such as fulfilment services to support the maturing e-commerce seller base.

“At Ninja Van Malaysia, we understand that optionality and flexibility are among the top most important qualities that contribute to shipper satisfaction and loyalty. This is why we continue to innovate and introduce new products and services that will bring our shippers to greater heights, thus enabling us to meet the growing demands and trends of both shippers and the industry,” said Adzim.

For more information on Ninja Van Malaysia's Effortless Campaign, click [here](#).