



## Ninja Van increases shipments by 300% during 2020

- Technology and partnerships drive Thailand growth for Ninja Van
- Parcel volumes quadruple, delivery people double during successful 2020 for Ninja Van



**Bangkok, Thailand – 20 December, 2020:** Ninja Van, Southeast Asia's leading logistics provider, has increased shipments in Thailand by 300%, thanks to increased investment in technology, people and infrastructure. To meet the demands of e-commerce growth in Thailand in 2020, due in part to the Covid pandemic, Ninja Van has introduced new technology and increased focus on developing retail partnerships to boost growth.

During 2020, Ninja Van has increased its focus on motorcycle deliveries, doubling the number of drivers and riders, and introduced Ninja Insider, data-driven insights that provide retailers with a comprehensive view of their logistics performance and cost planning, helping to increase operational efficiencies. The company has also introduced SNS Chat to help customers access information about their delivery status. Ninja Van's improvements have resulted in a 250% increase in shippers served, a 300% growth in parcel delivery volume and a doubling of its on-demand pick-up service volumes.

"Since launching in Thailand in 2016 we have consistently adapted to changing market conditions and the local business landscape to support the growth of our customer's e-commerce business, from

single-operator SMEs to large international corporations. The additions we've made to the Ninja Van experience this year have significantly improved how we service our clients, which ensures they can respond to their customer's needs in the fast growing e-commerce landscape. Our attention to detail has helped us cope with increased demands due to Covid-19, when volumes doubled in less than two weeks, but we maintained standard delivery times. As a technology-driven business we are able develop innovative products and respond at speed to changing demands," said Pierce Ng, Chief Operating Officer, Ninja Van Thailand.

Ninja Van now serves approximately 10,000 retail partners in Thailand per day, including leading e-commerce platforms Shopee and Lazada. Ninja Van has improved upon its proprietary technology to increase parcel sorting speed and accuracy, ensuring 99% of advanced pre-bookings or on-demand pickups have been serviced on time in 2020. Bangkok's notorious traffic issues also prompted the company to increase its fleet of motorcycle delivery people, leading to a faster and more efficient transport network.

Ninja Van's shippers can now access timely insights from Ninja Insider, giving them a complete view of their logistics operations and performance. This data can help customers make adjustments to their logistics management, and includes information on delivery times, shippers' locations, and shippers' wallet share. Customers can use Ninja Insider data to efficiently expand their product and service offer, and manage their logistics, and is available to shippers who deliver more than 300 orders monthly.

Due to the widespread use of social media in Thailand, Ninja Van has also introduced SNS (social network service) chat to allow customers to access information about their delivery in real time. In addition to being able to track their delivery status, customers can request a change of delivery time or location, or talk directly to a call-centre advisor.

"We are confident that the improvements we have made to our service will help our customers grow. We are committed to using our technology to develop our service to be the fastest, most convenient logistics provider in the region. While 2020 has been a challenging year we have taken the opportunity to develop our offer, and we are prepared for a successful 2021 where we expect to add further innovation and improvement for our customers", added Pierce Ng.

SME and corporate retailers can start using Ninja Van services by registering at <https://www.ninjavan.co/en-th>

#### **About Ninja Van**

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia. Launched in 2014, Ninja Van started operations in Singapore and has become the region's fastest growing last-mile logistics company, powering businesses with innovative logistics solutions. Today, Ninja Van has grown its network to cover six countries: Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam. For more information, visit [www.ninjavan.co](http://www.ninjavan.co).

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