



For Immediate Release

## Ninja Van Malaysia Conferred Best Customer Experience Award

*Customer satisfaction level saw a 30 percent raise in the pandemic year when customer enquiries tripled*



**Kuala Lumpur, 23 December 2020** — Ninja Van Malaysia, one of the country's leading logistics and courier service providers, has obtained the **Best Customer Experience Awards 2020** for its breakthrough in customer service.

Established as a tech-enabled express logistics company that provides hassle-free delivery services for businesses of all sizes, Ninja Van Malaysia goes beyond logistics to ensure customer needs and satisfaction are all met.

“We are honoured to receive this award, which recognises Ninja Van’s effort in going beyond logistics to meet the needs and demands of customers in this new normal. Transparency and accessibility are our team’s utmost priorities and our investment in human and tech resources enabled us to do a better job. This translated to a 30 percent jump in customer satisfaction level in the past year when we saw customer enquiries tripled,” said Ezwadi Rosaidi, Head of Customer Service at Ninja Van Malaysia.



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He added, "Our LIVE chat function also saw vibrant customer engagement of about three queries per minute, increasing our efficiency in delivering timely assistance to our customers. This award further attests to our hard work and confirms that the customer experience team is empowered to make a difference behind-the-screens."

Broadcasted virtually for the first time ever on 23 December 2020, the inaugural award is presented by Business Media International — Asia's leading business-to-business publishers and owner of some of the region's largest B2B media and events properties. The Best Customer Experience Awards 2020 recognises a company's unwavering commitment to adapt to the changing needs of customers. The award recipients were assessed in areas such as effort, customer experience, engagement and evangelism.

According to Adzim Halim, CEO of Ninja Van Malaysia, a customer's experience could be the single most important differentiator for companies post-pandemic. "2020 saw the rise of e-commerce and by relation, the spike in parcel volumes and customer enquiries. As all forms of communications morphed online, we need to significantly up the ante in delivering delight to our customers via these channels. This is why we took a two-pronged approach. Human-wise, we've created jobs by close to tripling our team since the Movement Control Order to ensure the preservation of human touch in customer experience. Tech-wise, we launched Ninja Chat, the AI-powered social messaging system, to help both the shipper and the receiver keep track of the parcel whereabouts," he elaborated.

Adzim added that the logistics industry is ultimately people-heavy and as a leader in the logistics industry, they understand that customers today demand convenience, speed and optionality. This is why Ninja Van continues to innovate and diversify the ways in which they reach out to their customers.

CXP Best Customer Experience Awards 2020 is the first and only regional award for excellence in customer experience hosted in Malaysia, Hong Kong and Singapore. In partnership with Smith Zander International Sdn Bhd — a specialist research and strategy consulting firm, this particular award was determined by an independent online panel survey of 5,000 Malaysians from April to October 2020. The major industries included in the award are e-commerce, retail, F&B, logistics, healthcare, automotive, electrical & electronics, telecommunications, property, professional services, education, financial services.



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### 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)

For visual and press kit: <http://bit.ly/nvcxpaward>

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