



## Ninja Van powers business scale up with Ninja Insider market intelligence



- Improved access to order and delivery data helps better business decision-making

**Bangkok, Thailand – 14 January 2020:** Ninja Van, Southeast Asia's leading logistics provider, has launched Ninja Insider, a market intelligence tool that improves logistics management for businesses that ship over 300 orders per month. Ninja Insider data gives customers a complete view of their logistics operations and performance, giving the information they need to adjust their operations and scale their business.

Designed for medium-sized and multinational businesses that need to optimize their logistics and improve cost management, Ninja Insider allows business managers to monitor a wide range of data, including delivery times, shippers' locations, and shippers' wallet share. The Ninja Insider dashboard allows businesses to see a complete overview of their logistics performance as well as taking a deep dive into specific areas of interest.

A recent Bank of Thailand study revealed that high business costs and intense competition are the main challenges for medium-sized businesses in Thailand<sup>1</sup>. Additionally, many businesses had to compete in a price war to attract customers and increase sales volume, but 70% of the SME's that compete only on price will see a drop in sales volume.

“As the ecommerce ecosystem matures in Thailand shippers are moving beyond a pure volume play and are increasingly looking at fine-tuning operational efficiencies. We’ve introduced Ninja Insider to address these concerns and give our clients the information they need to make more intelligent business

---

<sup>1</sup> [https://www.bot.or.th/Thai/ResearchAndPublications/articles/Pages/Article\\_17Dec2018.aspx](https://www.bot.or.th/Thai/ResearchAndPublications/articles/Pages/Article_17Dec2018.aspx)

decisions that have an effect on their bottom line. With limited resources, it is essential for SMEs to be mindful in cost control. SMEs are Ninja Van key business partners, and we would like build business growth along with them," said Pierce Ng, Chief Operating Officer, Ninja Van Thailand.

Ninja Van customers will be able to use Ninja Insider data to efficiently expand their product and service offer, and manage their logistics. According to Thammasat Business School, best logistics strategy relies on cost efficiency and responsiveness<sup>2</sup>, and success requires a clear understanding of customer behaviours and flexibility in logistics management to be able to deal with unpredictable situation or changing customer demands. Ninja Insider now allows businesses to access critical information.

In addition to overall logistics operations and performance data, Ninja Insider also shows breakdown and comparison of delivery SLAs and comparison of logistic costs by segmentation. Digging deeper, it is also possible to look at a breakdown of delivery success rates, delivery attempts and fully completed deliveries within the planned time. Customer insights are also available, including delivery frequency and locations.

Improvements to service can also be better informed, as Ninja Insider gives insights into reasons for delivery failure, customer comments, and overall user experience.

"Market intelligence is usually expensive and not up-to-date. That's not helpful for fast-moving businesses operating in the ever-changing online space," said Preechaya Pornlert from Coffee Sales Company Limited, "Ninja Insider will help us better understand where we can target to increase our chances of finding in quality customers."

"For example, if we see a higher rate of delivery success in Phaya Thai, we can pump in more marketing baht to get more return-on-investment from people residing in Phaya Thai."

Ninja Insider is available to shippers who deliver more than 300 orders monthly and can be activated by Ninja Van customer support team.

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).

---

For more information, please contact  
Mooknapa Ruangsri (KK) Tel. 095-395-3145 or [KK@spark.co.th](mailto:KK@spark.co.th)

---

<sup>2</sup> [Thammasat Business School](#)