



Ninja Van Philippines to strengthen data-driven operations in 2023

MANILA, PHILIPPINES, 23 DECEMBER 2022 - Building from key milestones in 2022, tech-enabled logistics company Ninja Van Philippines looks to strengthen data-driven operations in the coming year in its commitment to provide hassle-free deliveries for Filipino shoppers and shippers.

Second largest e-commerce basket size

Data and technology are already key thrusts of the Ninja Van Group, which earlier this year released the *E-Commerce Southeast Asia Barometer Report* in partnership with European parcel delivery network DPD. The study, which surveyed 9,000 respondents across Malaysia, Singapore, Indonesia, Thailand, Vietnam, and the Philippines, highlighted the importance of reliable delivery services for online shoppers.

When asked about their online shopping habits, 92% of Filipino shoppers said it is important to know who the shipping company is. They voted for “real-time tracking” and “delivery where I am located” as their top delivery preferences for a hassle-free delivery experience. Filipinos already have the second largest average basket size - at USD33 per single purchase - among the six markets surveyed.

Largest automated sorting hub in the region

To cater to the dynamic needs of shoppers and shippers, Ninja Van Philippines has continuously enhanced its operations to improve its services. Ninja Van showcased to the media for the first time its automated sorting hub in Cabuyao - a 21,000-square-meter facility that is the group’s largest in the entire region. The automated conveyor belts in the hub can process up to 300,000 parcels per day. Ninja Van complemented this by launching another sorting hub in Novaliches, Quezon City to serve growing demand in North Metro Manila and Central and Northern Luzon.

Supreme Court, TikTok Shop partnership

With operational innovations and improved customer service, Ninja Van Philippines became the first private courier service provider to be accredited by the Supreme Court. The country’s highest judicial body highlighted the company’s thrust for innovation as a crucial complement to the Court’s own drive to innovate government procedures. “The trust and partnership of the Supreme Court validates our shared commitment to nation-building, and we’re proud to be part of the many ways the government is innovating service delivery to Filipinos,” noted Chief Operating Officer Vin Perez.



As a testament to its quality account and customer management, Ninja Van Philippines is already a trusted partner of some of the region's largest e-commerce platforms and brands, such as Lazada, TikTok Shop, Shein, Amazon, BDO, Robinsons, and Inditex (Zara), among others.

"Customer feedback is important to us, and we have used them to provide faster deliveries, better parcel handling, and improved pickup experiences," shared Chief Commercial Officer Sabina Lopez-Vergara. Vergara added that this ethos of listening to feedback informed and drove the 360-campaign *Better Than Before*, which focused on actual shipper testimonials and their experiences with Ninja Van.

"We want to be our shippers' partners for growth, and we work hand-in-hand with them to ensure they enjoy delivery experiences that are better than before," shared Lopez-Vergara, highlighting the company's strong thrust to work with micro, small, and medium enterprises (MSMEs).

Amid a global slowdown that has dampened demand across many economic sectors, the company looks to technology and data as key to optimization. For 2023, Perez said that the company will share more proprietary research relevant to the public while sustaining its tech-driven ethos. "Data is a powerful tool, and we look to leverage on it to identify opportunities for growth," he added.

#

Read the *E-Commerce Beyond Borders* report [here](#) and view the full *E-Commerce Barometer 2021 Report* [here](#).

About Ninja Van Philippines

Ninja Van is a tech-enabled express logistics company providing hassle-free delivery solutions for businesses of all sizes across Southeast Asia with a strong presence in six countries: Singapore, Malaysia, Philippines, Indonesia, Vietnam, and Thailand.

Launched in the Philippines in 2016, Ninja Van's "Todo Hustle, No Hassle" commitment now serves 100% of the Philippine population and has made it among the fastest-growing tech logistics companies in the country. Today, Ninja Van continues empowering businesses with fast deliveries, excellent service, and innovative logistics solutions.

For more information, visit www.ninjavan.co/en-ph.

For media inquiries, please contact:

Ralph Angelo Ty

Head of Communications

Brandon De Luna

Media & Stakeholder Relationships Manager



ralph.ty@ninjavan.co
+63 917 702 9724

brandon.deluna@fleishman.com
+63 927 614 8664