

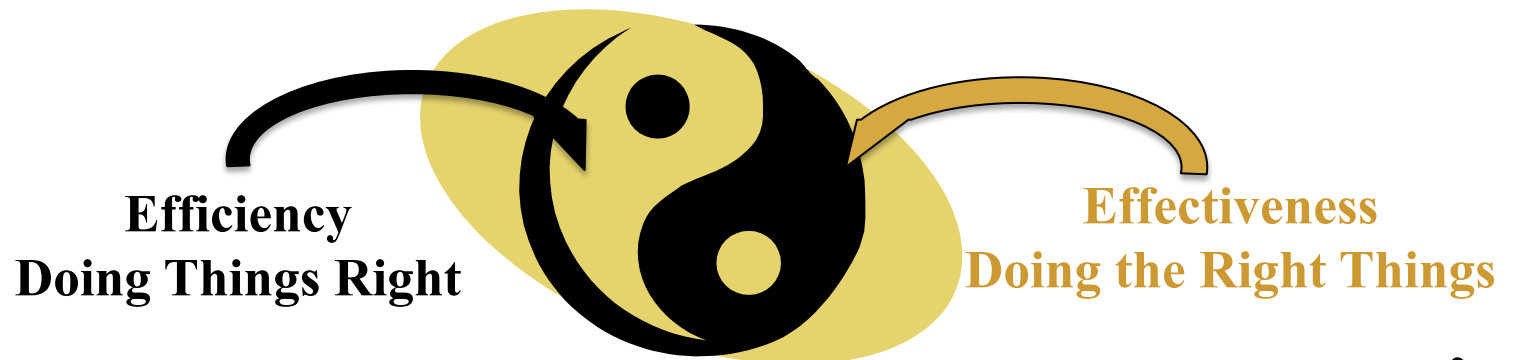
The development of SEAPORT as a tool for evaluating port services in North America

15 July 2014

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Identifying the Right Metrics by User Type: Background

- Extensive literature search = 80 criteria (unspecified users) by 2009
- Focus groups with users in Canadian ports narrowed the list of criteria
- Three waves of studies in North America since (the last being the AAPA Port Customer Service Initiative in 2012) have refined the instrument to its essence
- User groups are mostly different in “importance criteria”
- They all also see satisfaction as correlated with the quality of service delivery.



Updating Service Delivery Effectiveness Measures in 2014+ Surveys for AAPA

User Group	2012 Criteria for Determining Service Quality Performance Effectiveness	2014 Retained Criteria for Determining Service Quality Performance Effectiveness	Plus 2014 New Criteria based on 2012 Respondent Recommendations
Shipping line	19 specific criteria plus 2 cost criteria	13 specific criteria plus 2 cost criteria	3 cost additions to detail perceived costs more precisely
Cargo owners & agents	11 specific criteria plus 2 cost criteria	8 specific criteria plus 1 cost criteria	4 service additions
Supply chain partners	15 specific criteria	8 specific criteria	0 additions

How did we get to this point?



Creating the SEAPORT Instrument

- Shipping lines generated 84 port assessments while Supply Chain Partners generated 59 and Cargo Interests completed 159 port assessments
- Calculated correlations with “Overall Effectiveness of Service Delivery” scores (1-7 Likert scale)
- Indicators were predictive of the overall index if they were significant at the $p = 0.05$ level or better using a one-tailed test (all variables passed this test)
- Deleted “Overall Reliability of the Port” as too general a statement and highly correlated all user groups
- Conducted a Variance Inflation Factor analysis on remaining statements to reduce them using a 5.00 cut-off; where there was a choice of indicators, we chose those that could be used across more than one group. Greatest reduction in criteria happened for supply chain partners.

Next Steps After North America

- We now know the right criteria for use in North America
- We will add the new criteria suggested by shipping lines and cargo owners and agents to the 2014 AAPA survey
- What we don't know is whether the proven criteria are the right ones for other geographies
- We have created a Delphi study in English and Spanish for South America and Caribbean to test the transferability and translations of all of the 2012 AAPA criteria. We have the support of AAPA on this.

Motivation to Expand the Survey to S.

- Very little research done on port effectiveness in South America, the main body of work is on productivity and technical efficiency.
- To understand port users' perspectives when evaluating port performance
- There may be some elements of performance that need to be assessed in South American ports that were not important enough in North America

Strategy

- Direct contacts in shipping and logistics industry
- Introducing the survey via AAPA is only one approach
- National Logistics and Chambers of Commerce as multipliers
- Sample country approaches:
 - Chile
 - Asociación logística (ALOG)
 - Maritime chamber (Cámara Marítima)
 - Uruguay
 - INALOG
 - Colombia
 - Paraguay
 - Brazil remains a challenge (language, try English?) as does Venezuela (political)

Timeline for LAC

- July-August 2014
 - Pilot
- September – November 2014
 - Survey
- December 2014
 - Evaluation of results
- August 2015
 - Presentation of results and PPRN and IAME

Next Steps (2)

- We received Canadian Tri-Council Research Ethics approval for the study 10 July (was delayed by Canadian Anti-Spam Legislation and rules about disclosure).
- We are hoping that Portopia will still provide a vehicle for access to European ports to test whether the criteria needed are similar/different for a global instrument or whether regional instruments will be required.
- The Delphi study has not been fully translated to French but that translation would be tested in Quebec ports and we would be interested in whether there are other francophonie countries willing to participate.
- Should we consider a direct approach to users?

Questions?
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Our thanks to:



Alliance of the Ports of Canada, the Caribbean, Latin America and the United States