

Port of Los Angeles

Customer Service Department Enhancement Plan Development

Business Challenge

The Port of Los Angeles encompasses about 7,500 acres and includes 43 miles of waterfront property. Operating as a landlord port, it leases property to tenants that manage terminals and other port facilities. The Port of Los Angeles consists of more than 25 major terminals, which include liquid bulk, container, automobile, breakbulk (cargo not in a container), and dry bulk terminals. The Port's Marketing Department felt that the Port's Customer Service strategies and tactics were not effective for today's global supply dynamics. WCL Consulting was retained to conduct both a Port Tenant/Customer Survey and Customer Service Assessment.

How WCL Consulting Helped

After developing the Tenant/Customer Survey document with Port of Los Angeles Marketing Departments input, WCL Consulting completed both mail surveys and in-person interviews. Responses were analyzed and the final report including recommendations was presented to Port of Los Angeles. Based on feedback from the Port they used the WCL Consulting Report and Recommendations to implement numerous enhancements to their Customer Service Department.