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Ocean Network Express digitally transforms its customer experience with Salesforce

ONE leverages Salesforce Sales Cloud and Service Cloud in partnership with Accenture and NeuraFlash to deliver true customer 360

SINGAPORE — August 3, 2021: Salesforce, the global leader in CRM, and Ocean Network Express (ONE), the 6th largest container carrier in the world, have today announced the successful deployment of ONE's new CRM platform built on Salesforce Sales and Service Cloud.

The COVID-19 pandemic has had far-reaching impacts on businesses and customers across all industries. Since then, ONE has embarked on a transformation journey with Salesforce's Sales and Service Cloud solutions to ensure its customers continue to receive excellent customer experience. ONE's new CRM — ONE Force — will allow the company to have a single, 360-degree view of its customers' interactions, thereby improving its understanding of customers' key needs.

With customer satisfaction an ever-important priority, ONE will leverage Salesforce Sales and Service Cloud to create personalized & engaging, 1-1 customer experiences by providing omni-channel support across all customer interactions. ONE will use Salesforce to provide sales teams with a single view across the customer journey from pre-booking, booking to post-booking on a single platform. In addition, all sales and customer service employees at ONE will be equipped with the technical know-how and knowledge to thrive in this new way of working.

Comments on the news

"The pandemic made digitising customer service an imperative. It's mission-critical for companies to streamline internal processes in order to put customers at the centre of their business and deliver end-to-end, engaging experiences," said Sujith Abraham, SVP and GM, Salesforce ASEAN. "We're proud to help bring ONE's customer-first vision to life, and help it continue to deliver outstanding experiences for its customers."

"ONE Force is going to add a lot of value for improving our overall customer management and performance, as well as to drive us towards a more solution-based methodology of handling

customer service requirements,” commented Sundeep Sibal, Global Commercial and Service Management Senior Vice President, ONE.

“Today’s brands compete in the experience economy – only those capable of delivering the most differentiated experiences will continue to win and retain customers’ loyalty,” said Fabio Vacirca, Market Unit Lead for ASIAM (Australia, New Zealand, Southeast Asia, India, Africa and Middle East), Accenture. “We are thrilled to team with Salesforce and Neuraflash to provide an integrated, end to end sales and service platform that will allow ONE to deliver consistent and excellent experiences for its customers globally. The possibilities of our collaboration are limitless and we look forward to continuing to work with ONE in its transformational journey.”

“NeuraFlash is proud to play an integral role in ONE’s contact center transformation. ONE now has a single 360 degree view of the customer across all channels, including Salesforce Service Cloud Voice powered by Amazon Connect. This is a transformative deployment that will improve customer and agent experience by providing customer self-service, agent efficiency, and the use of advanced AI and Analytics with Salesforce Einstein”, said Brett Chisholm, CEO & Co-Founder, NeuraFlash

About Ocean Network Express

Ocean Network Express (ONE) was incepted on July 7, 2017 following the liner service integrations of Kawasaki Kisen Kaisha (“K” LINE), Mitsui O.S.K. Lines (MOL) and Nippon Yusen Kaisha (NYK). The new entity functions from its global headquarters in Singapore, supported by regional headquarters in Hong Kong, Singapore, the United Kingdom, the United States and Brazil. ONE is the world’s sixth largest container carrier with a fleet size of approximately 1.59 million TEU. Operating more than 220 vessels, it offers an expeditious and a reliable international network of over 130 services to 120 countries and beyond. ONE is a member of THE Alliance (THEA), a global ocean carrier consortium.

For more information, please visit www.one-line.com

About Salesforce

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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