



CASE STUDY

Seaspan Group Empowers Shipyards with Trustedocks Marketing and Forecasting Solutions



Introduction

The Seaspan Group, a prominent shipbuilding and marine services company based in Vancouver and Victoria, has harnessed the capabilities of Trustedocks to enhance its shipyard marketing efforts and streamline its operations. Trustedocks, a leading maritime platform, assists Seaspan's shipyards by serving as a marketing platform and forecasting system. Additionally, the platform supports proactive outreach to ship managers for drydocking and class renewals and provides insights on lost tenders and competitor actions, ultimately boosting Seaspan's business growth.



Challenges faced by Seaspan Group

Seaspan Group's shipyards in Vancouver and Victoria faced specific challenges in their business operations:

1. Competitive Shipyard Market:

The shipyard industry in Vancouver and Victoria is highly competitive, with shipyards vying for contracts from ship managers for drydocking and class renewals.

2. Proactive Marketing:

Seaspan needed an effective means to proactively contact ship managers with vessels sailing in their vicinity, offering tenders and promoting their services.

3. Insight into Lost Tenders:

Understanding why a tender was lost and which competitor secured it is essential for refining marketing strategies and securing future contracts.

4. Forecasting Drydock Visits:

Accurate forecasting of when vessels are due for drydocking is crucial to maximize utilization and reduce downtime.

Solution

Trustedocks Marketing and Forecasting Platform

Seaspan Group adopted Trustedocks as a comprehensive solution to address these challenges:

Marketing Platform:

Trustedocks serves as a marketing platform, allowing Seaspan to showcase its shipyards and services to ship managers actively looking for drydocking and class renewal solutions.

Proactive Outreach:

The platform enables Seaspan to proactively contact ship managers with vessels sailing in the Vancouver and Victoria area, inviting them to submit tenders for drydocking and class renewals.

Tender Insights:

Trustedocks provides valuable insights into lost tenders, allowing Seaspan to identify reasons for their losses and see which competitors secured the vessels.

Forecasting System:

Seaspan uses the forecasting system to predict when vessels are due for drydocking, helping them optimize their scheduling and resources.

Benefits for Seaspan Group

The partnership with Trustedocks has delivered significant advantages to the Seaspan Group's shipyards:

1 Increased Visibility:

Trustedocks enhances the visibility of Seaspan's shipyards, attracting ship managers actively seeking drydocking and class renewal services in Vancouver and Victoria.

2. Proactive Business Growth:

The platform supports proactive outreach, increasing opportunities for securing contracts and expanding business.

3. Data-Driven Decisions:

Insights into lost tenders and competitor actions help Seaspan fine-tune their marketing strategies and improve their competitive edge.

4. Optimized Scheduling:

Accurate forecasting of drydock visits enables Seaspan to schedule resources efficiently and reduce downtime.

5. Enhanced Competitiveness:

Seaspan remains competitive in a crowded market by leveraging the capabilities of Trustedocks.



Conclusion

Seaspan Group's collaboration with Trustedocks has transformed its shipyard marketing and operations in Vancouver and Victoria. By utilizing the platform's capabilities, Seaspan can proactively contact ship managers, secure contracts, and refine their marketing strategies. This partnership enables Seaspan to remain competitive in the shipyard industry, attract more clients, and enhance the efficiency of their operations.

Trustedocks continues to support Seaspan as they expand their business and maximize their market presence in Vancouver and Victoria.

Want to try it yourself?

Register for free

Please register your company on Trustedocks at www.trustedocks.com:
You can easily set up your company profile and manage your vessel fleet independently, accessing a range of valuable tools available in our free Trustedocks version.

Support

Should you require assistance, feel free to contact us at contact@trustedocks.com and we'll gladly help you with profile and fleet setup, providing a brief training session if needed.

Integration

Furthermore, you have the option to seamlessly integrate all your data and information into your CRM or ERP System, such as Salesforce, Navision, or Zoho. As a dedicated Odoo partner, we've also developed a customized Odoo CRM and ERP system tailored to the specific requirements of ship suppliers, equipment manufacturers, service providers, and shipyards.

Contact

If you'd like, you can connect with our Managing Director, Carsten Bullemer, on LinkedIn by clicking this link: <https://www.linkedin.com/in/carsten-bullemer-1745043/>