

## BRANDED CONTENT

## Red carpet excellence: How freight forwarder sets new industry standards with detailed attention

After more than a decade in business, ASL Global more than doubled its revenue in the past three years, thanks to its employees' quality service and attention to detail



Mr Americ See (standing), managing director of ASL Global, shares that quality service helps the company stand out in a highly competitive industry. PHOTO: ASL GLOBAL

UPDATED JAN 21, 2025, 10:14 AM -



Margins are low and competition is stiff in the shipping industry. However, ASL Global has found a way to stand out with its single-minded focus on delivering good customer service.

"Regardless of the profit margins we earn from a shipment, each client is still treated as a VVIP," says Mr Americ See, managing director of ASL Global.

He joined the industry over 30 years ago as a sales executive in a forwarding company, steadily rising through the ranks before setting up his own company.

"The customer gives you their business because of the service you provide," he says.

This focus on service makes all the difference in an industry where unforeseen delays, logistical complexities and rising costs are common challenges. For clients of ASL Global, whose cargo are often worth tens of thousands of dollars, peace of mind matters above all else.

For example, when cargo is held up at a port because of unpaid customs duties or port fees, ASL Global often makes immediate rectifications on behalf of its clients to avoid further delays and additional charges.

Mr See explains that his staff are trained to think on their feet to resolve problems quickly and keep processes moving smoothly. Providing a high standard of service has helped ASL Global retain its pool of clients despite competitors offering similar shipping rates.

Another aspect of what he calls ASL Global's "red carpet service" is having a human touchpoint. Even though most cargo ships can be easily tracked by Global Positioning System (GPS) through open-source databases, some of the company's clients prefer to be updated over a phone call. Mr See says that by acceding to this, his staff are able to offer the personal touch that clients appreciate.

### ON THE IMPORTANCE OF CUSTOMER RELATIONSHIPS

Building longstanding relationships with clients who trust us to deliver is at the heart of what we do.

MR AMERIC SEE  
Managing director, ASL Global



Earlier this year, the company revamped its information technology infrastructure in an effort to boost productivity.

By moving from a server-based system to a cloud-based one, staff can now file orders and create invoices in a much shorter time compared to before.

Mr See says the reduced time spent on administrative tasks has enabled staff to focus on building stronger relationships with clients.

### The power of dedicated staff

ASL Global has been growing steadily since its incorporation in 2007. It saw a growth spurt between 2020 and 2023, where its revenue more than doubled. This resulted in the company getting ranked in the [Fastest Growing Companies 2025 list](#) compiled by The Straits Times and Statista. Mr See attributes this rapid growth to dedicated staff who provide good service for their clients.

In particular, the employees' attention to detail is crucial in the shipping business because any inaccuracies in shipping documents, called bills of lading, can have legal repercussions.

These documents, used by companies to arrange for ships to transport cargo, must accurately state specific details such as the type of cargo being transported, vessel name, destination and intended recipient.

Says Mr See: "Sometimes a mistake as simple as a wrong alphabetical letter can cost money and delay. The penalty can be tens to thousands of dollars."

Thanks to ASL Global's meticulous staff, clients feel assured that their cargo is in safe hands. Mr See explains: "If you make fewer mistakes, the customer will have the confidence to continue shipping with you."

He also highlights that in a service-oriented industry such as shipping, the quality of staff has a direct impact on business success.

### Expanding into the region

Another factor contributing to ASL Global's growth is its expansion into overseas markets.

"When I first started out in the business in the 1980s, Singapore was still an exporting country with many manufacturing companies," says Mr See.

In recent times, a number of these manufacturers have begun moving their operations overseas to lower-cost countries. As a result, ASL Global has also branched out to these regional destinations to better serve their clients.

It now has offices in Malaysia and Vietnam, and will soon open outposts in Cambodia, Indonesia and the Philippines.

Mr See says that the South-east Asia export market still has "huge" volume, and he expects ASL Global to continue growing in the region for years to come.

He adds: "Building longstanding relationships with clients who trust us to deliver is at the heart of what we do."

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