OPTIMIZ
making your claims process smarter

CroP

2020

CroPing Fruit Damage Claims

AUTOMATED CARGO CLAIMS

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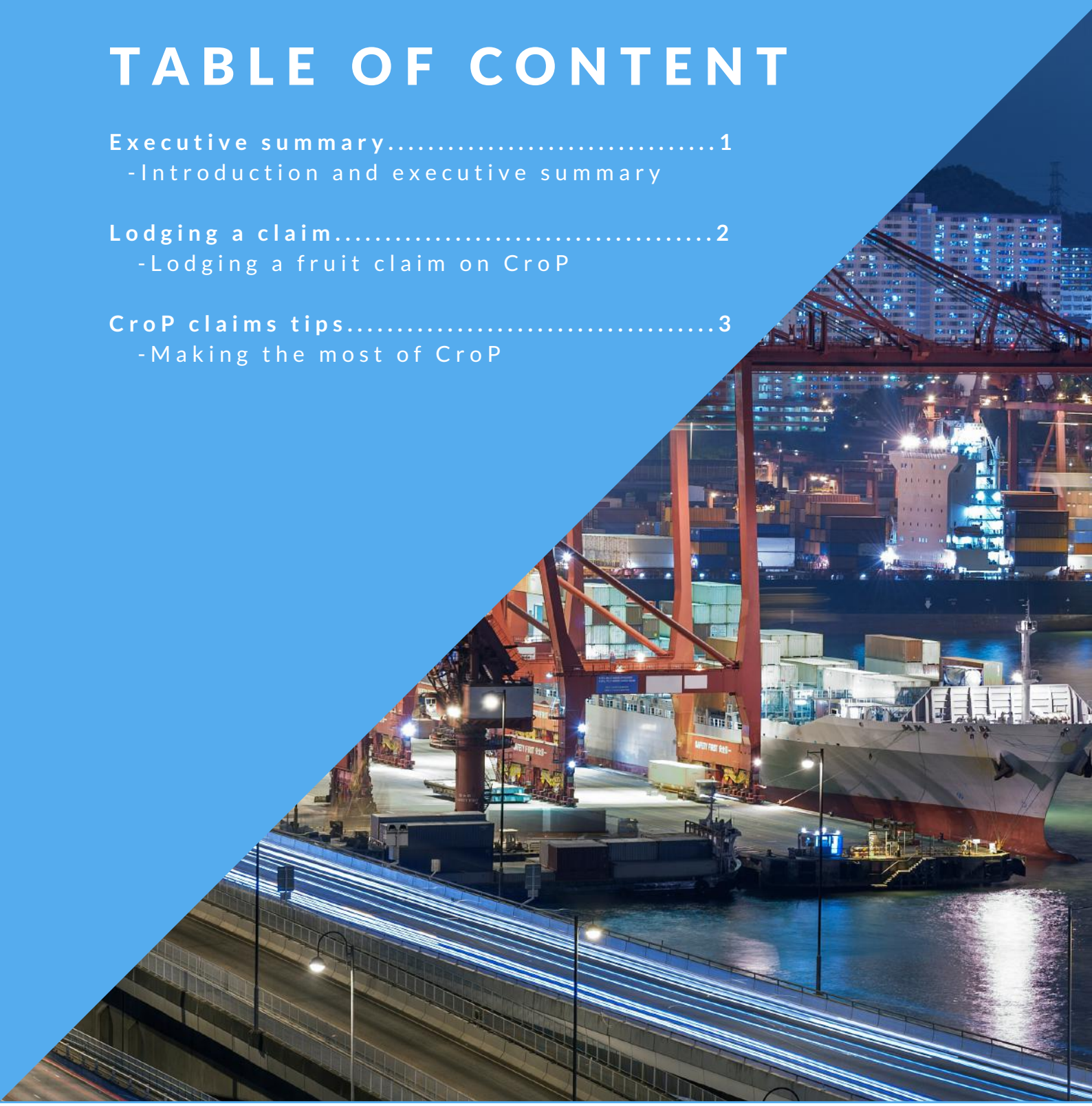
TABLE OF CONTENT

Executive summary.....1
-Introduction and executive summary

Lodging a claim.....2
-Lodging a fruit claim on CroP

CroP claims tips.....3
-Making the most of CroP



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2020

EXECUTIVE SUMMARY

Digital transformation has swept through most of the corporate world and shipping and international trade are not left out. From new pricing platforms to digital booking solutions, there are a variety of innovative solutions being introduced to the industry.

In this document, you will learn how to use **CroP** to handle cargo damage claims directly against liable third parties starting off with shipping lines. By leveraging platform technology including predictive algorithms*, cargo claimants are guided using four simple steps to lodge, negotiate and settle their claims.

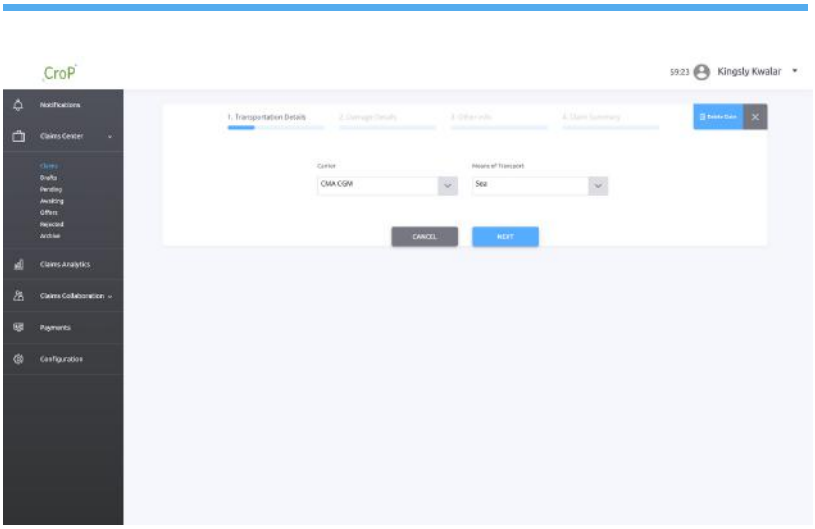
Based on our many years of experience working in the industry with many of you and or your insurance companies, we are delighted to embark on this new journey with you. There will be challenges ahead but I will like to assure you that our overarching goal is to provide superior services to you cost effectively.

Thank you for your trust.
Regards,

Kingsly, CEO

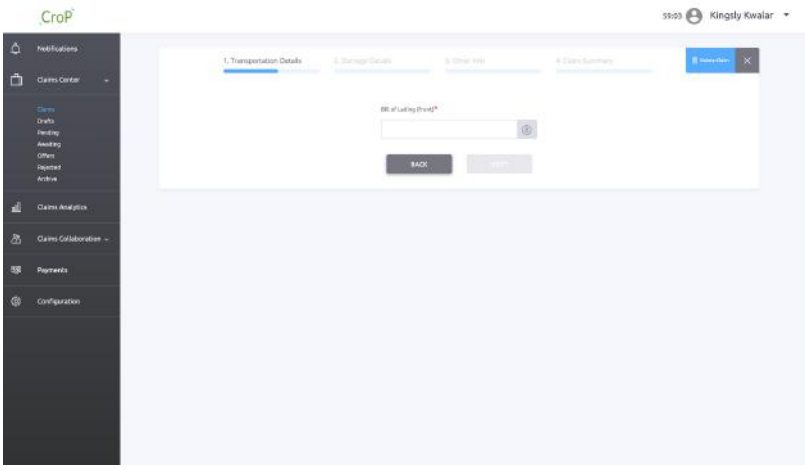
STEP 1

First you would want to identify who you are claiming against. Click on the dropdown next to carrier and select the shipping line which issued and signed your bill of lading. At first, you will only be able to file sea claims so the "Means of Transport" is set at "sea".
Click on Next to upload your bill of lading.



STEP 2

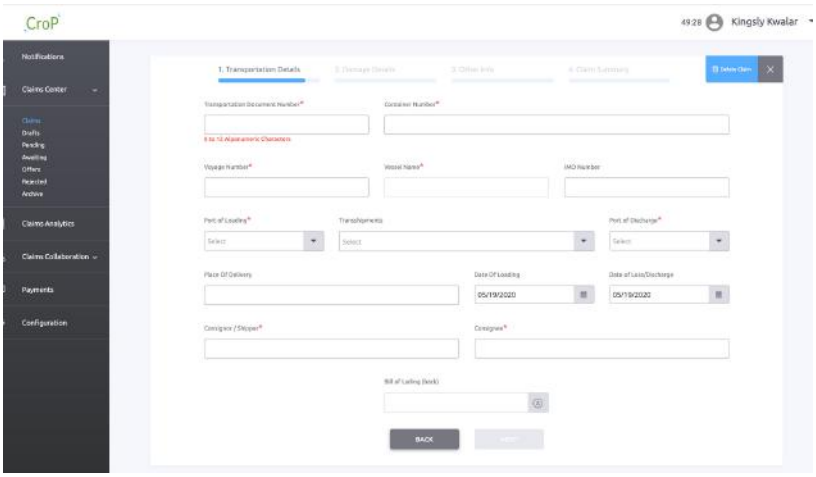
Then upload your bill of lading. For now, you can only use a jpeg file to enable CroP to extract the information on the BL to avoid double keying. We are currently working on other file types and will be releasing updates iteratively. If you do not have a jpg or jpeg file of your BL, take a screenshot of your .pdf file. Then upload it and click next.



STEP 3

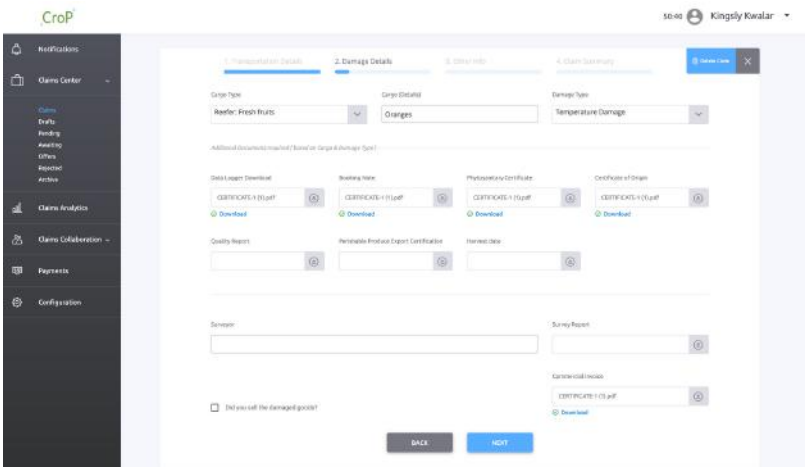
Check to ensure that all relevant information on your bill of lading has been populated. Pay particular attention to the discharge date as this would inform how much time you have till your claim becomes time barred. You are advised to provide all requested information.

Time bar or prescription date refers to the time within which the cargo claimant may bring suit under the various international conventions.*



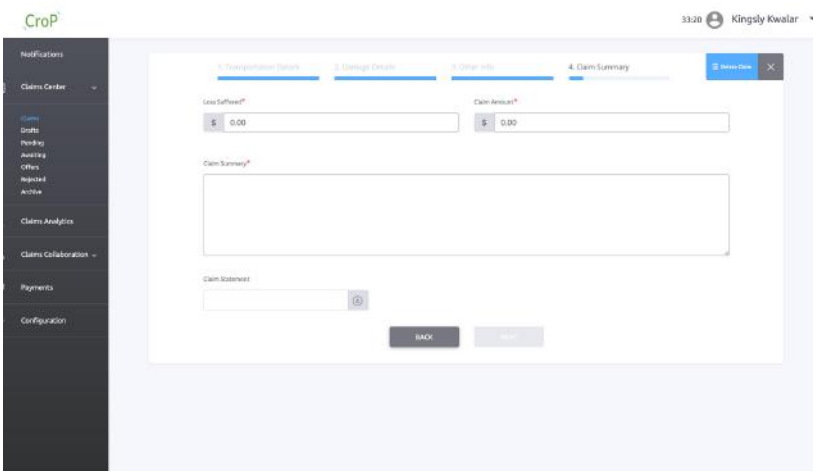
STEP 4

Select your Cargo Type. We are currently focused on fresh fruits. Then select the cargo e.g. Apples and choose the cause of damage from the dropdown list. Depending on your choice of damage, you will be guided as to which supporting documents to provide. Again, you are advised to provide all requested documents to ensure the speedy resolution of your claim.



STEP 5

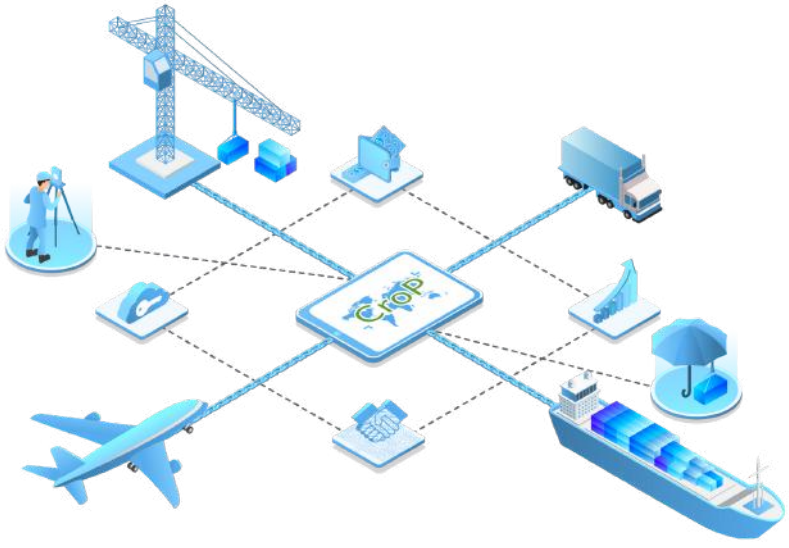
After following all the steps, from your survey report or claim adjustment, indicate your claim amount. We encourage you to write a short description of the loss. If not, the system will automate your initial claim letter based on the information you have provided. CroP predictive engine will then recommend a settlement amount.** Compare this to your claimed amount and make adjustments if necessary.



CroP CLAIM TIPS

Fruit damage claims are peculiar because of the many moving parts involved. To get the most from CroP, there are a few things you must make a habit of:

- **Documentation**
  - Err on the side of over information.
- **Time bar monitor**
  - Pay attention to your TB notifications together with your visual aid.
- **Notice**
  - Always put your carrier on notice within 3 days of knowledge of damage.
- **Claim quantification**
  - Keep clean records of the arrived sound market value and arrived damaged market value of your produce.



CroP *claims ecosystem*

*Chapter 32, Delays for Suit, Marine Cargo Claims, 4th Ed by William Tetley.
**CroP predictive engine is still under development and will be released in subsequent product releases.

For further information, visit www.optimiz.claims or contact hello@optimiz.claims