

Press Release

GLS places the recipient at the heart of the delivery experience through the deployment of its geolocated parcel tracking solution to all its BtoC clients.

Toulouse, September 20, 2022 - Launched in 2021, the intuitive and high-performing mobile marketing solution Track & Engage© has transformed delivery into an immersive brand experience. Building on this success, GLS announces the rollout of its solution to all its BtoC clients and e-commerce partners across 100% of the territory. GLS thus becomes the first carrier in France to offer this geolocated tracking experience to all individual recipients.



GLS's geolocated delivery solution operates simply: the recipient receives an SMS, on average 1.5 hours before the parcel delivery, containing a link to access a real-time tracking interface. In this interface, the recipient can see the current location of the parcel and follow the last steps before its delivery, creating a smoother and more serene delivery experience.

The average time spent on this next-generation interface is estimated between 7 and 14 minutes, presenting a unique opportunity for brands to communicate with their customers during this available time. GLS's solution allows companies and e-commerce providers to stay in touch with the customer through this new communication channel, offering an opportunity to generate value and provide an immersive brand experience for their customers.

The unprecedented experience offered by interactive geolocated delivery helps strengthen the emotional connection between a customer and a brand, significantly contributing to customer

engagement and loyalty, all with minimal marketing expenses and a winning return on investment.

In October, GLS will launch a new feature allowing the recipient to interact directly with the delivery person through the platform, offering flexibility to ensure delivery on the first attempt.

Nicolas Robert, General Manager of GLS France, emphasizes, *"Customer satisfaction is at the core of our priorities. Geolocated and interactive delivery was an obvious choice for us as THE solution to allow the recipient to track the journey of their parcel during the last mile. This enables us to provide high-value assistance to all our customers."*



**PARIS
RETAIL
WEEK**

Find GLS at the Paris Retail Week exhibition at booth D 093. Feel free to attend the workshop on the customer experience, "Boost Your Growth with Geolocated Delivery!" on Wednesday, September 21, at 12:00 PM in Workshop Room 8. The workshop will be led by Hervé COURAU, Director of Digital Commerce Development at GLS France, and Benjamin LEVINE, Co-founder & CEO of Tousfacteurs.

About GLS

GLS Group is one of the largest self-reliant parcel services providers in Europe, with a strong local presence in almost all countries across the continent. It also operates through wholly-owned subsidiaries in Canada and on the USA's West Coast within one GLS network. This allows GLS to seamlessly connect its customers and communities with millions of parcels and stories every day. GLS is proactive regarding network management, connecting its markets flexibly and agilely to respond to their fast-changing and dynamic nature. The company takes pride in providing its customers across about 40 countries with high-quality service that best suits their needs. The GLS network consists of over 120 hubs and more than 1,600 depots, supported by approximately 35,000 final-mile delivery vehicles, 4,700 long-distance trucks and more than 42,000 Parcel shops. This offers network resilience, superior flexibility, and extended reach. In 2022/23, GLS generated record revenues of 5.4 billion euros and delivered 862 million parcels across the markets. For more information, visit <https://gls-group.eu/FR/fr/home>

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