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GO! Express & Logistics rolls out new app

GO! Express & Logistics is broadening its digital service offering and launching a new customer app. The app is available free of charge at the usual iOS and Android app stores.

GO! to go. In future, customers of the Bonn-based express delivery and courier service provider can also keep up to date at all times using the new app. GO! Express & Logistics has launched its new "GO! Express" app and therefore replaced its previous iOS-only shipment tracking app.

From tracking to news channel

In launching the app, GO! is updating its offering for mobile terminals and therefore broadening the range of digital communication channels and tools available to its customers. "GO! Express" can do so much more than just tracking: in addition to the shipment tracking and overview functions, customers can also get in touch with all GO! stations in Germany using the Station Finder. A news category provides all the latest information on what's happening in the company and in the CEP industry. Users have easy access to all the relevant tools via the visually appealing and intuitive user interface. All functions are available in German and English. The language is automatically matched to the language settings of the device used.

"GO! Express" is set to kick off in March this year – additional functions, which focus closely on the user's needs, will be added as part of future releases. Functions to be added include push notifications, newsletter registration, customer portal log-in to synchronise shipment data or to commission shipments.

To create the app, GO! partnered with Cologne-based digital agency Interlutions. App design focused in particular on ease of operation, speed and sustainability, in addition to the desired functions and content.

The app was designed using Flutter, Google's open source UI design kit. It enables cross-platform apps to be created. "Thanks to Flutter, the app does not need to be created separately for multiple platforms, and runs on most smartphones and tablets using Android and iOS operating systems. This gives us an advantage in terms of app development speed, as we factor in native user experience," says Ulrich Nolte, CEO of GO! Germany.

The new app has been available free of charge at the Google Play Store and the Apple Store since 10 March 2022.

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About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Europe's largest independent provider of express and courier services. The global partner network was established in 1984 and currently comprises over 100 GO! stations in Europe. Around 1,400 employees and 1,700 drivers and couriers work every day to enable the transport of more than 9.2 million shipments per year (2021).

Under the motto "beyond limits", GO! offers a comprehensive portfolio of logistics solutions ranging from regional courier transportation and global express shipping of goods, documents and extremely time-critical consignments to sensitive shipments or complex customer requirements. Its services also include tailored supply chain solutions and extensive value-added services 365 days a year and around the clock.

More information at www.general-overnight.com

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