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GO! expands its customer app

Around ten months after its successful launch, the customer app from GO! Express & Logistics is now moving into phase two. The new release of GO! Express is now becoming even more international and will provide consignment information via push notifications.

The new customer app from GO! Express & Logistics has been available in app stores since March 2022 and is being actively used by customers since its launch. During its first few months, GO! Express has already recorded around six times more users than its predecessor did over an entire year as well as an increase of over 600% in the number of sessions carried out to date. This significant growth comes as no surprise to the Bonn-based express and courier service provider – due both to changes in user behaviour and to the company’s decision to roll out the app for both iOS and Android devices.

Push notifications

Push messages are an important addition. The user is now proactively notified when something changes in the status of their consignment. The user also has the opportunity to respond in the event that anything changes, such as the delivery location.

The user can, of course, continue to receive information about products and services or company news, as well as station data with direct contact options, via the app. The app displays content from the website in the news section. For product information, the user is directed to the GO! website.

Quick information in six languages

The “GO! Express” app is also becoming more international. In addition to German and English, language versions in Polish, Czech, Slovak and Danish are now also being added. But it’s not just

the language that matters. Not only do users from the respective countries receive push notifications in their local language, but the content is also fully linked to the website of the local national subsidiary. This gives customers a direct overview of the products and services available in their country as well as an summary of their local GO! stations.

Further releases planned

The preparations for the next release of GO! Express are now in full swing. The plan is to link the consignment overview to the customer portal. Consequently, ordered consignments will be automatically synchronised with the app when the customer is logged in. This eliminates the need to re-enter consignment numbers.

Although the customer app may reduce the need for phone calls, GO! is not moving away from its unique selling point – customer service through local points of contact.

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About GO! EXPRESS & LOGISTICS

GO! Express & Logistics is Europe's largest independent provider of express delivery 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 more than 1,700 drivers and couriers are on duty every day, transporting more than 9.7 million consignments per year (2022).

Employing its "Beyond limits" motto, GO! offers an extensive portfolio of logistics solutions ranging from regional courier services to worldwide express shipping. From goods, documents and particularly time-critical shipments to sensitive shipping commodities or complex logistics requirements. Tailored solutions for different industries and a wide range of value-added services complement the portfolio 24 hours a day, 365 days a year.

For more information, see www.general-overnight.com

GO! media contact Germany

Andrea Wagner-Neumann | Senior PR Consultant
Bartenbach AG | Kaufmannshof 1 | 55120 Mainz
Phone: +49 (0)6131 91098 31 | Email: pr@general-overnight.com