

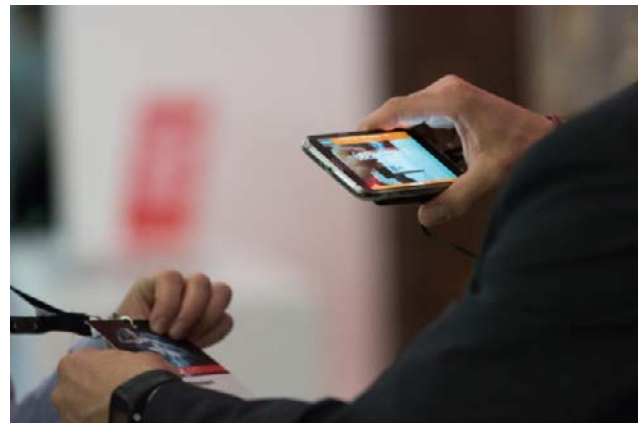


Case: It needs to be spot on first time

Leasing and hiring out high-end technology is the core business of Berlin-based company fonlos e.K.. For the safe and secure, on-time transportation of its mobile terminal devices to events and its clients' offices, it relies on GO! Express & Logistics.

Established in 2014, fonlos' core business is leasing and hiring out digital hardware and software in the B2B segment. Companies as well as many well-known agencies hire technology for events like product presentations and exhibitions or to kit out their offices, suppliers or field sales staff. This technology includes smart-

phones, tablets and VR glasses. Every year fonlos commissions some 400 courier shipments, with individual shipments weighing up to 300 kilogrammes. These shipments are transported from fonlos' main branch in Berlin-Marzahn throughout Europe. GO! delivers the equipment on time exactly where it is needed.



On-time delivery to the required destination – all from a single source

The express and courier service provider is in demand particularly in the events segment. In such cases large quantities of equipment need to be delivered reliably and on time to event venues. "It sounds trivial, but it is actually a challenge delivering large quantities on time to the right place. Punctuality and delivery reliability are vital, especially if our technology is to be

used at events", Ludmila Braun, spokesperson for fonlos, emphasises. "At events everything needs to be spot on first time – the organisers are reliant on technology that works no matter what and that is in the right place at the right time. That is why we just can't afford to skimp on delivery reliability when planning for such events", she underlines.

That is why fonlos relies on courier services that can be traced and scheduled and which ensure that shipments are handed over in person. The company therefore switched at the beginning

of 2020 to express and courier service provider GO!, whose expertise in delivering specific, complex transport solutions appealed.

Insights as the key to success

Other deciding factors included cost transparency, end-to-end shipment tracking and tracing as well as a broad range of services from a single source: "GO! enables us to action a wide range of different commissions – from smaller shipments to multi-destination shipments, its services ranging from Overnight to Same Day Delivery are highly flexible and if necessary it handles the entire customs clearance process for deliveries abroad." GO! actions express shipments and direct door-to-door deliveries on behalf of fonlos.

A successfully completed shipment involves more than just the route from the client to the consignee. "We believe that good logistics services start with customer-focused research", Diana Petry, Sales Manager South at the GO! station in Berlin, emphasises.

That's because: the better that clients and CEP service providers know each other, the more detailed and the faster the response to specific requirements – be it a complicated shipment or very fast delivery. "The onboarding process at the beginning of our business relationship with GO! was relatively extensive, but that indicated to us that the service provider is focusing on us and our needs", Ludmila Braun acknowledges. "We have a dedicated contact person. Communication channels are direct, open, clear-cut and fast. That is a considerable amount of added value, which we can also pass on to our customers." The fonlos team books shipments via the GO! online portal. On-the-phone support is also provided for complex shipping requirements.

From Berlin all over the world

For shipping purposes fonlos employees pack the sensitive technology or electronics into their own reusable hard cases, into which the equipment is inserted well-padded, on site at the branch in Berlin-Marzahn. The cases are then picked up from there by a courier and onward-shipped within the network in accordance with the service ordered. "The goods have already been packed when our couriers arrive. We then handle shipping in line with the required parameters", Diana Petry states.



As part of this still new partnership with fonlos, GO! has already mastered various logistical challenges, which has impressed the client in terms of complexity, rapid reaction and the safe, reliable transportation of high-priced rental equipment.

Thus, for example, preconfigured tablets were shipped to a fonlos client's 20 locations in Germany and Austria to enable an employee survey to be conducted. Here the challenge was

that the tablets had to be delivered to the survey participants on the same day by a fixed time. The client was able to track the status of the shipment in real time. The fact that address details were submitted to GO! as a single data pool turned out to be an advantage, thus reducing logistical effort and expense. This also enabled travel times to be reduced: that means maximum rental equipment capacity utilisation and no buffer times in the delivery process.

Worthwhile investment

fonlos consciously opted to use premium service provider GO!'s extensive range of services: "Delivery reliability also benefits our image and therefore conveys a positive impression of our business. Customers count our rental service, the hardware and its delivery together, and rightly so, because after all it's the end result that counts", says Ludmila Braun. These courier shipments mean that fonlos benefits from low damage rates, which results in cost savings. Furthermore, well-thought-out logistics have enabled internal processes to be stream-lined. That's because delivering the products reliably, on time and to the designated contact persons reduces travel times, meaning maximum rental equipment capacity utilisation is feasible. So this investment is a win-win situation both for the technology service provider and its customers.



Ludmila Braun, Head of Marketing and Communications, fonlos

About fonlos

fonlos® was founded in Berlin in 2014 and offers companies an as a service model for the use of mobile technology at work and at events. The products and services include the rental and leasing of technical devices such as smartphones, tablets or VR glasses. International customers include DB, Sennheiser, ARD Audiothek, SKY Germany and many well-known agencies.



About GO! Express & Logistics

GO! Express & Logistics is Europe's largest independent provider of express and courier services. The globally operating partner network was founded in 1984 and currently comprises over 100 GO! stations in Europe. More than 1,400 employees and more than 1,700 drivers and couriers are on duty every day and ensure 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.

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