GLS.
Parcels to People

Implementation guide for GLS services in the online store

Discover how delivery configuration impacts sales growth and why customers will love LIVE tracking

March 2026

Guide contents

Introduction

Shopping cart configuration

Things to keep in mind

In this guide, you will discover how the proper implementation of GLS services in your online store can **significantly enhance** the shopping experience for your customers.

Proper display of courier services is important because:

- **increases conversion** - Clear and attractive presentation of delivery options encourages Customers to complete their purchase.

- **builds trust** - Professional presentation of your logistics partner enhances the credibility of your store.

- **minimises the risk of cart abandonment** - Easy choice of preferred delivery method reduces customer frustration.

- **improves satisfaction** - Well-informed customer is a satisfied customer.

GLS.
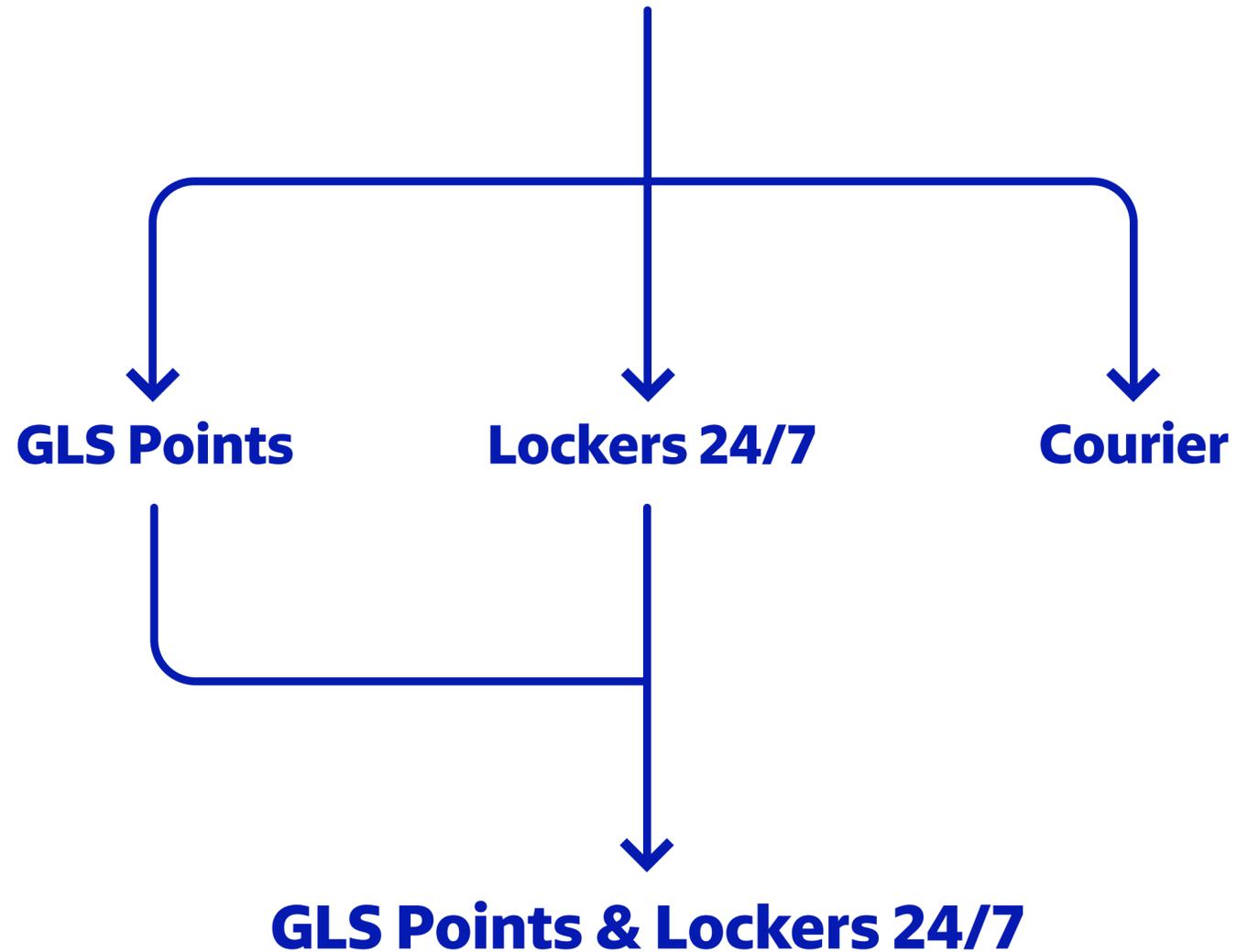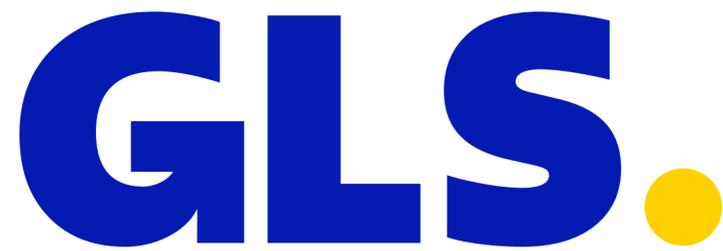
Building a competitive advantage with GLS

Discover the key advantages that set us apart in the market and can contribute to increasing your sales. By offering GLS services, you provide your customers with access to modern, convenient, and reliable delivery options.

GLS Points → **Lockers 24/7** → **Courier**

GLS Points & Lockers 24/7

Courier **LIVE** tracking on the map in real time

Quaranteed delivery quality, Recipient NPS of **81 points** (02.2026)

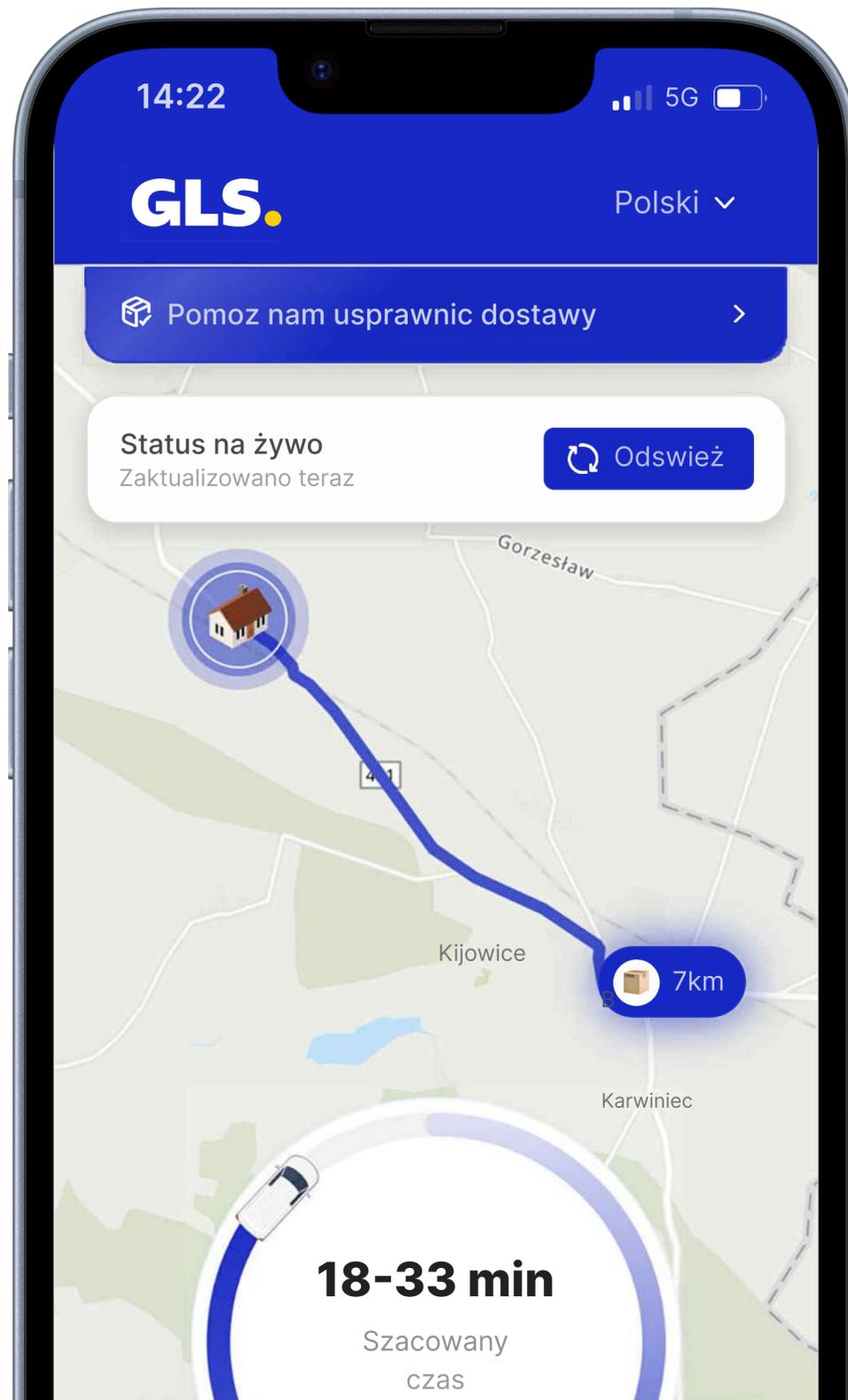Parcel pickup within **72 hours** at parcel lockers and up to **7 days** at GLS Point

+ 8 000 shared parcel lockers network with ORLEN Paczka

+ 18 000 GLS Points a.o. Żabka, Lidl, Auchan, Carrefour, Shell and more

Over **130 000 GLS Points** available across Europe

🔵 LIVE: Real-time parcel tracking on the map

Our **new service** gives recipients complete control over their delivery - they can track the courier on a map in real-time from **20 stops** before delivery. The customer sees the exact location of the parcel and the continuously updated delivery time. The service works for all forms of delivery: to doors, parcel lockers, and GLS Points.

Benefits for the Recipient

- **Maximum precision**: Knows the delivery time with an accuracy of up to **15 minutes.**

- **Convenient overview**: The courier's view on the map provides peace of mind and assurance that the parcel is close.

- **Freedom of action**: Can plan the day without the obligation to wait at home for the courier.

Benefits for the Sender

- **Building loyalty**: A transparent delivery process increases trust in the brand and satisfaction with the purchase.

- **Resource savings**: Customers check the status themselves on the map, which relieves your Customer Service.

- **Premium image**: Modern delivery technology distinguishes your store from the competition.

Standard positioning in the checkout

1 **Review the guide to learn the implementation rules**

Review the guidelines to fully leverage the potential of GLS services.

2 **Enable courier, GLS Points, and 24/7 Locker deliveries**

The client should have a choice: from convenient courier delivery to flexible collection at GLS Point or 24/7 locker.

3 **Set the correct position on the list of delivery methods**

Place GLS in the top three delivery methods. A higher position means better visibility and a greater chance of selection.

4 **Correctly implement the current logo**

Use the current GLS logo.
A recognisable brand mark builds customer trust at a crucial moment of purchase.
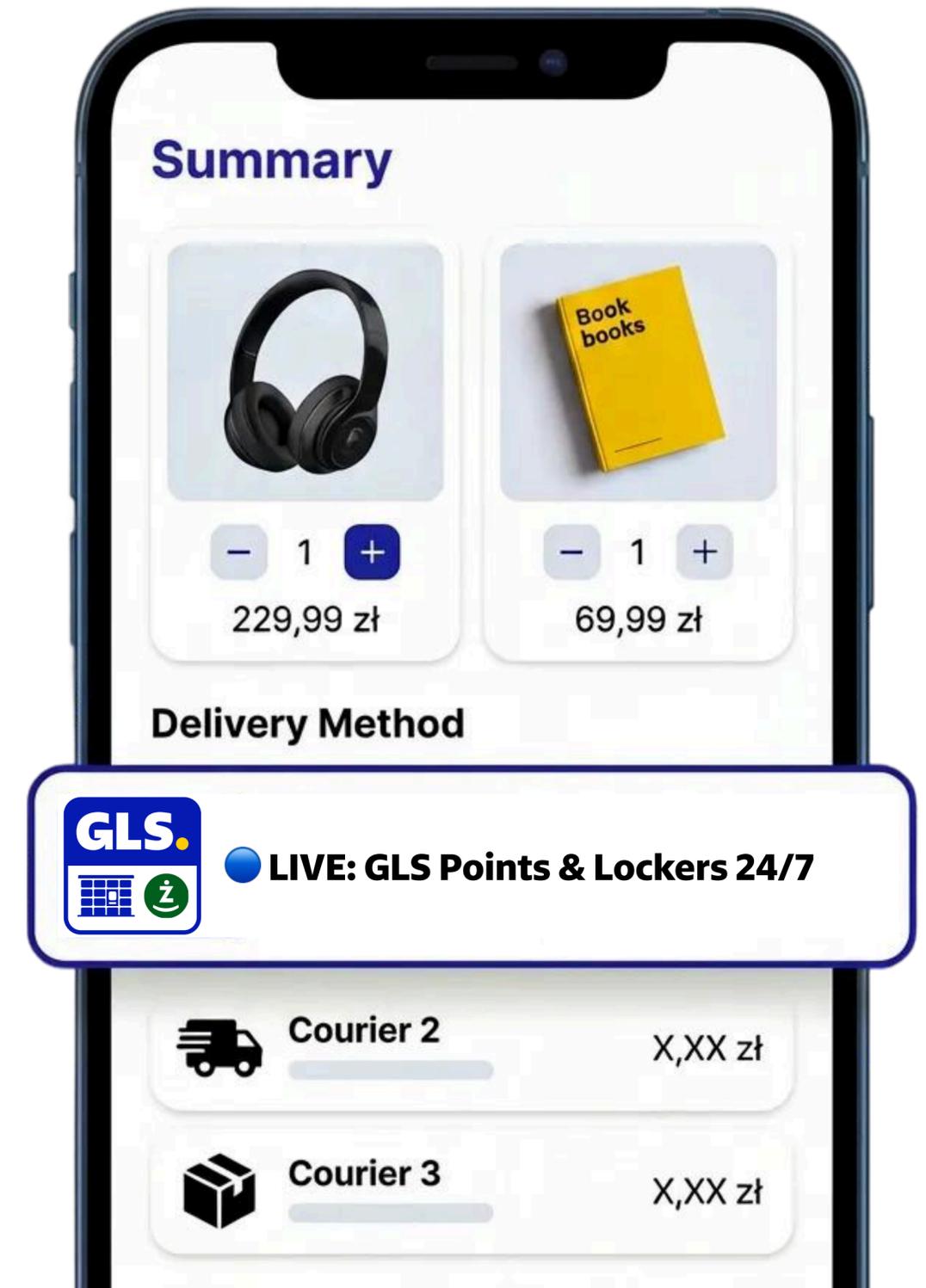
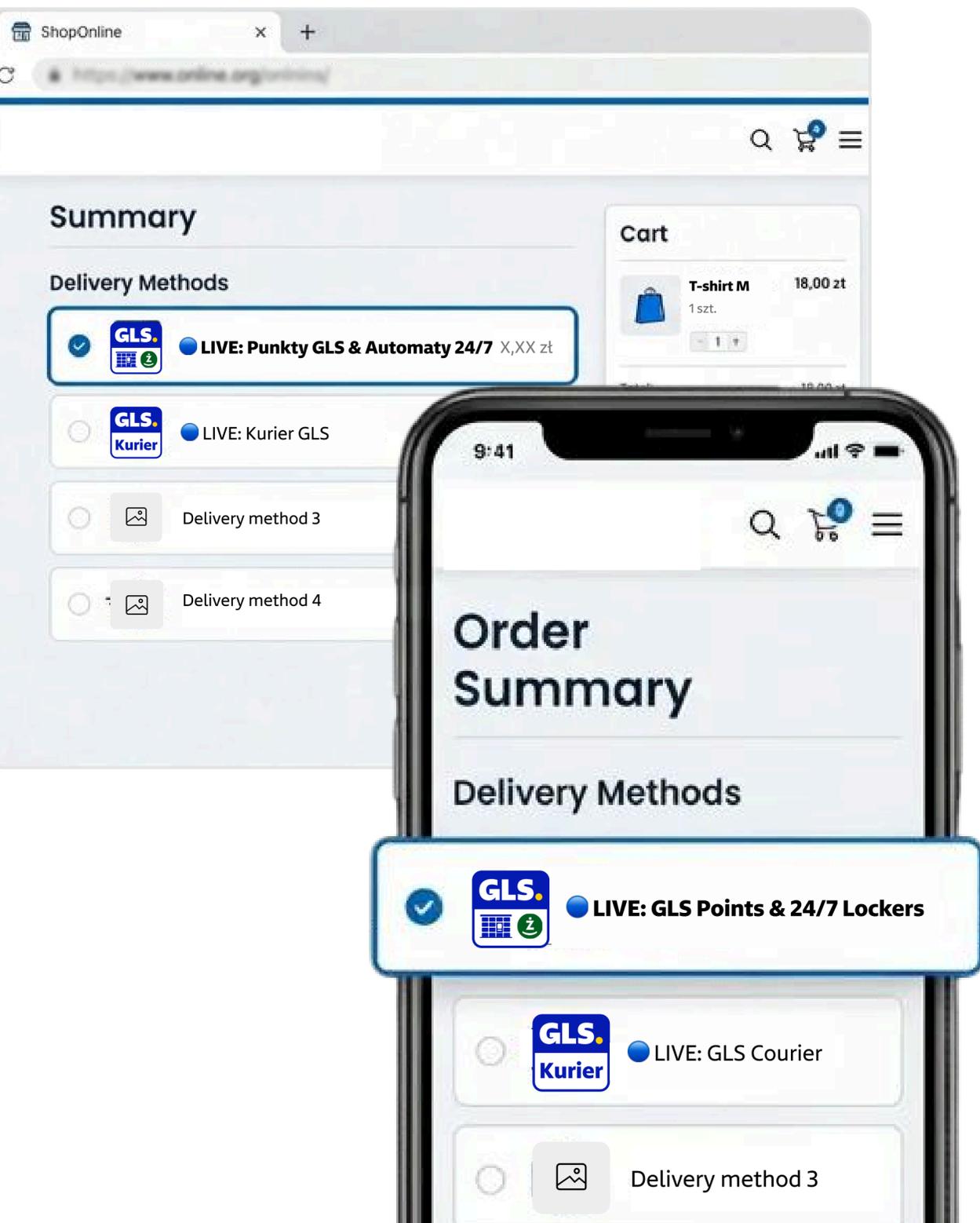**5** **Properly name the delivery method and estimated time**

Create a clear description of the service and emphasise the fast delivery time: **1 business day.**

6 **Ready? That's it!**

Contact your account manager to finally confirm the accuracy of the configuration.

Simplify delivery options

With GLS services, your customers gain choice. Our delivery methods offer the proximity, convenience, and time savings that recipients expect.

Set delivery to a parcel locker or GLS point among the **top three delivery options** to meet the GLS positioning standard.

LIVE Tracking   Delivery in 24h

🔵 LIVE: GLS Courier

Courier delivery to the specified address

LIVE Tracking   Delivery in 24h   Remote opening   Returns

🔵 LIVE: 24/7 Lockers

Delivery to the shared parcel lockers network with ORLEN Paczka

LIVE Tracking   Delivery in 24h   Returns

🔵 LIVE: GLS Points

Delivery to GLS Points including (Żabka, Lidl, Shell and others)

LIVE Tracking   Delivery in 24h   Remote opening   Returns

🔵 LIVE: GLS Points I 24/7 Lockers

Delivery to the shared parcel lockers network with ORLEN Paczka and GLS Points, including (Żabka, Lidl, Shell, and others)

Implement the appropriate delivery method icon

GLS. Courier | **GLS. Courier**
🔵 **LIVE: GLS Courier**

Track live on the map
Delivery 24 hours from dispatch

GLS. Lockers | **GLS.**
🔵 **LIVE: 24/7 Lockers**

Track live on the map
Delivery 24 hours from dispatch

GLS. Points | **GLS. żabka**
🔵 **LIVE: GLS Points**

Track live on the map
Delivery 24 hours from dispatch

GLS. | **GLS.**
🔵 **LIVE: GLS Points & 24/7 Lockers**

Track live on the map
Delivery 24 hours from dispatch

- Use the current graphic in the form of a rectangle or square.

- Place the correct name of the delivery method next to the graphic.

- Use a clear GLS logo, as the visual element helps customers make their choice. Only omit it in case of technical limitations of the store.

- You can find the current graphic materials on the website.

Example

GLS. Lockers
🔵 **LIVE: 24/7 Lockers**
x.xx zł

✅ **Correctly!**
The delivery method graphic has been implemented correctly

GLS.
Parcel lockers 24/7
x.xx zł

❌ **Incorrectly**
Unnecessary modification and alteration of the proportions of the delivery icon

Use correct service name and specify delivery time

We present proven content for use on your online store s website. Using the following names and descriptions of GLS services will ensure compliance with the positioning standard requirement. This will make it easier for customers to choose their preferred delivery method and minimize the risk of cart abandonment.

Service name	🔵LIVE: GLS Points i 24/7 Lockers	🔵LIVE: 24/7 Lockers	🔵LIVE: GLS Points	🔵LIVE: GLS Courier
Service description	Track live on the map	Track live on the map	Track live on the map	Track live on the map
Delivery time	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch
Example	**GLS.** 🔵LIVE: GLS Points I 24/7 Lockers Track live on the map Delivery 24 hours from dispatch	**GLS.** 🔵LIVE: 24/7 Lockers Track live on the map Delivery 24 hours from dispatch	**GLS.** **żabka** 🔵LIVE: GLS Points Track live on the map Delivery 24 hours from dispatch	**GLS.** **Kurier** 🔵LIVE: GLS Courier Track live on the map Delivery 24 hours from dispatch

Optimize map display and keep e-commerce plugin updated

Make it easier for customers to complete their orders by providing them with a highly readable and intuitive map module. Proper window scaling helps avoid mistakes when selecting a location.

Recommended dimensions:*

- **Desktop:** min. 800x600 px
- **Mobile:** Full screen

Technical documentation of the map

*Suggestions regarding proprietary solutions and open source systems. In the case of SaaS platforms, the size of the map is defined by the provider.

Remember to regularly update the plugin – the latest version of the module ensures stable operation of the cart, allowing you to focus on increasing sales.

PRESTASHOP **base.** **shoper** **IdoSell.** **WOO** **Magento**

And many more...
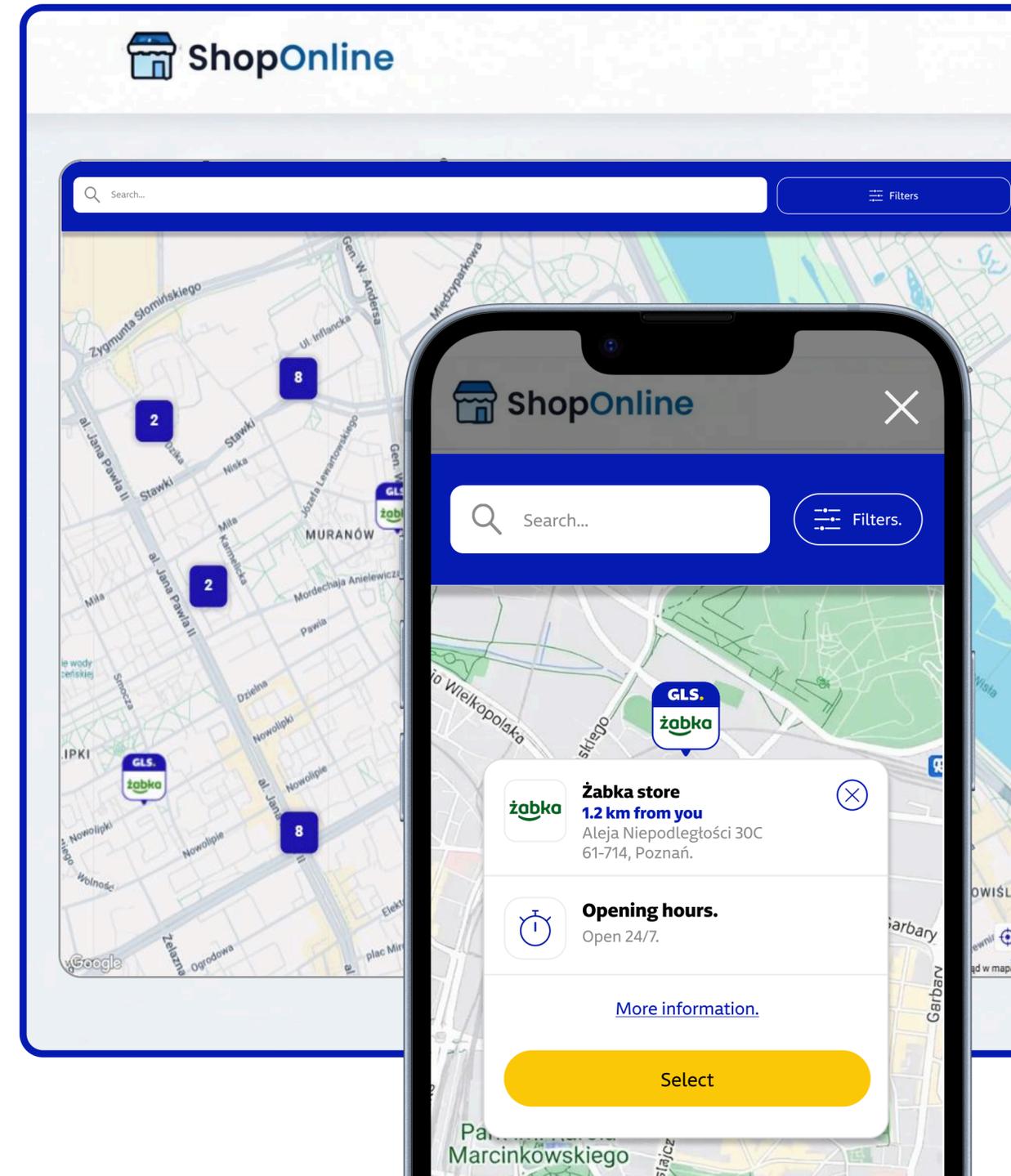
Useful materials

Below you will find key information about parcel sizes delivered as part of out-of-home deliveries and useful links that will help you effectively use our solutions.

Parcel sizes delivered to the GLS Points and shared parcel lockers network with ORLEN Paczka

	Max dimensions	Max weight	Longest side	Pick-up time
Shared parcel lockers network with ORLEN Paczka	60 x 41 x 38 cm	20 kg	60 cm	72 h
GLS branches and partner network	Sum of perimeter + the longest side <300 cm	31.5 kg	200 cm	7 days
Popular retail brands (Lidl, Auchan, Carrefour, Shell ABC, Duży Ben, Groszek)	80 x 60 x 60 cm	20 kg	80 cm	7 days
Other (Kolporter, Bonito, Pakersi)	100 x 50 x 50 cm	20 kg	100 cm	7 days
Żabka	60 x 40 x 40 cm	10 kg	60 cm	7 days

Courier for Business

https://gls-group.com/PL/en/shipping/courier-for-business/

E-commerce integrations

https://gls-group.com/PL/en/ecommerce/

Graphic materials

https://gls-group.com/PL/en/about-gls/newsroom/

Have questions?

Contact your sales representative
or write to the adress: ecommerce@gls-poland.com