

# GLS.

Parcels to People

## ● Guide to implementing GLS services on the website

Below you can find several tips on how to integrate GLS services into your online store and create a extraordinary shopping experience for your Customers.



# ● Focus on your Customer's satisfaction

The Customer's purchasing decision is **largely based** on the choice of the delivery and payment options. It is crucial that the information provided at these stages is consistent, and that the choice itself is clear and straightforward.

Poor customer experience is the most common reason why a **Customer abandons a shopping cart**.

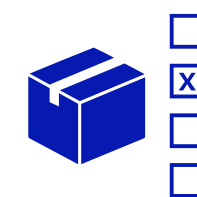


## ● Content of this guide

This guide will show you which aspects of your online store have an impact on the overall experience of Customers who purchase products and services. Remember that the key to success is to keep expanding by enhancing your store in order to consistently satisfy the needs and expectations of your Customers.

### Any questions?

Please contact your Sales Representative or send an email to [ecommerce@glspoland.com](mailto:ecommerce@glspoland.com)



**Position on the list of delivery options**



**Branding & logo**



**Consistent communication**



**Plug-ins & downloads**



**E-commerce sub-page**



**Contact details**



# ● Make it easier for Customers to select a delivery option

## Place GLS services\*

- **GLS courier delivery**
- **GLS pick up at ParcelShop (Szybka Paczka)**

among the first three options of delivery. If it is possible, set one of them as the default. It will be easier for Customers to choose their preferred delivery option from your online shop.

\*If you are unsure how to integrate our services into your online store, please contact your Sales Representative.

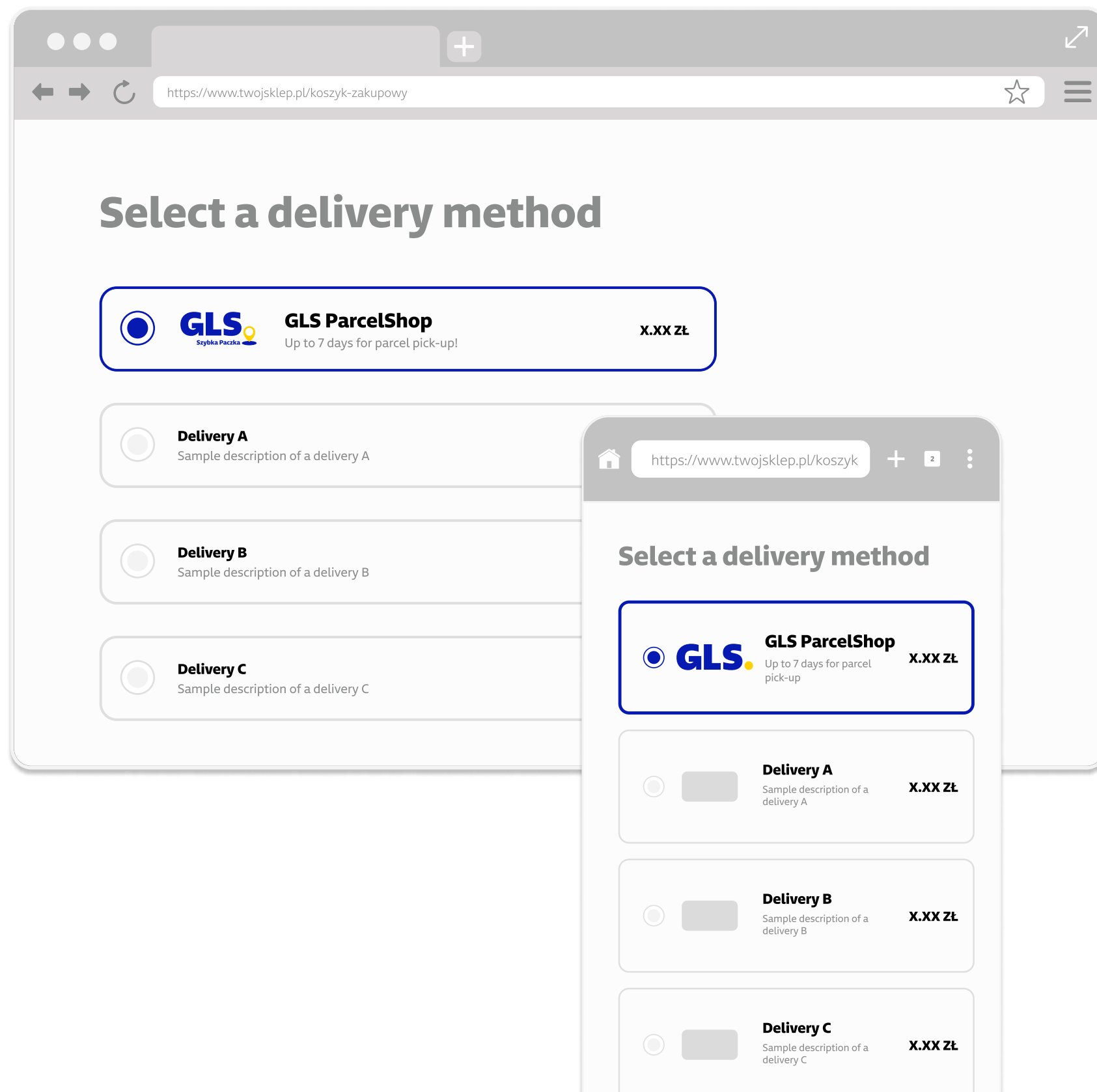
**Keep in mind** that the less work your Customer needs to do when selecting a delivery method, the less likely it is that they will abandon the shopping cart.

**Remember** to maintain the descriptions of the available delivery methods (as well as forms and time of delivery) brief, consistent and complete.

### [Examples of delivery method descriptions](#)

For around 38% of Customers, possibility to choose the delivery to a pick-up point **motivates** them to purchase online. Studies suggest that this trend will become more significant. Therefore, putting **Szybka Paczka GLS**, a pick-up point, first on the list of delivery options is good decision.

Source: 2023 E-commerce w Polsce, Gemius



## ● We change with You and for You

The new visual design of our brand logo was created in response to our Customers' needs and expectations. Check if our redesigned logo is visible in your online store (both in the shopping cart and on the sub-pages describing the various delivery options).



Old GLS logo



New GLS logo



Old logo of "Szybka Paczka"  
GLS ParcelShop points



New logo of "Szybka Paczka"  
GLS ParcelShop points

## ● Keep your online store up-to-date.

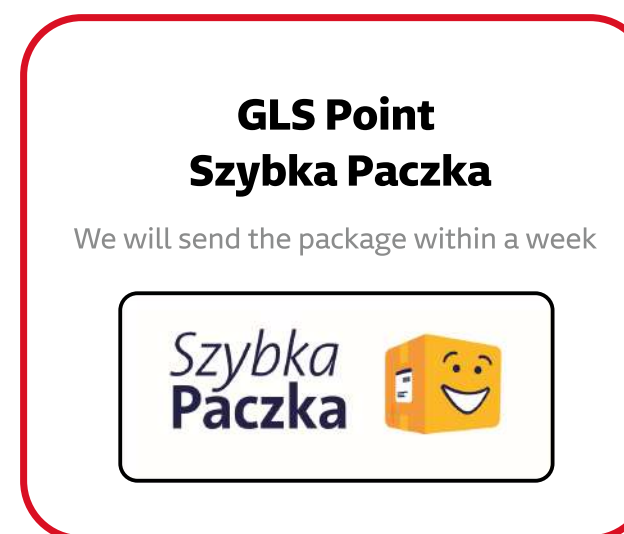
By displaying an up-to-date logo of our brand, you **Increase Customer's trust** and make him feel more secure when they finalize the transaction in your online store.

Make sure to **update** your online shop's **plug-ins on a regular basis** using the admin panel. Our partners are continuously making adjustments for you!

Please contact your Sales Representative if you need GLS graphic materials for your website.

[Download graphic materials](#)

Sample description of GLS services on the website



**Don't**

Outdated logo, incorrect service name and description



**Do**

All elements are up-to-date and correct

# Describe delivery methods and increase conversion

We provide you with ready-made and tested content that you can use on your website. It will make it easy for the Customer to select a delivery option, eliminate doubts and questions and risk of abandoning the shopping cart.








# Adjust delivery time to your customer's needs

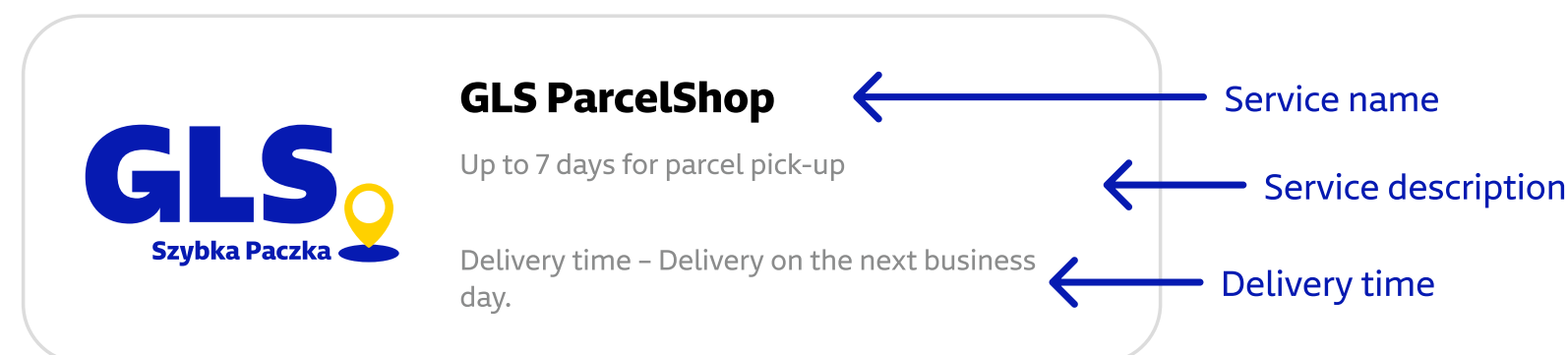
When choosing a delivery date, consider the following:

- the days on which you send parcels,
- the days on which the GLS courier arrives,
- the time it takes you to prepare and process orders.

The standard GLS delivery time for domestic parcels is the **next business day**.

	 <b>GLS courier delivery</b>	 <b>Delivery to GLS point</b>
 Service name	GLS courier delivery <small>(Longer description)</small>	Delivery to GLS ParcelShop <small>(Longer description)</small>
	GLS courier <small>(Shorter description)</small>	GLS ParcelShop <small>(Shorter description)</small>
 Service description	Quick delivery and easy pick-up at the given address <small>(Longer description)</small>	Carrefour, Sklepy ABC, Shell, Kolporter, Duży Ben and many other points available <small>(Longer description)</small>
	Quick delivery and easy pick-up <small>(Shorter description)</small>	Up to 7 days for parcel pick-up! <small>(Shorter description)</small>
 Delivery time*	Delivery on the next business day	Delivery on the next business day
	Delivery will take 1 – 2 business days	Delivery will take 1 – 2 business days

\*Make sure that you communicate real transport time counted from the parcel's preparation moment.



IdoSell.



PrestaShop



WooCommerce

allegro

ebay

AVOCADO  
#soft

COMARCH



And many more...

## ● Regular update of the e-commerce plug-ins

We recommend that you update the plug-ins in your online shop panel on a regular basis. Remember, this will guarantee that your Customers will receive correct information about GLS services and use an up-to-date map of pick-up points.

## ● Integrations

Additional information regarding the **integration of GLS with your e-commerce platform provider** can be found on our "[E-commerce](#)" subpage. There, you will discover valuable details along with links for downloading and updating specific plugins.

## ● Graphic materials

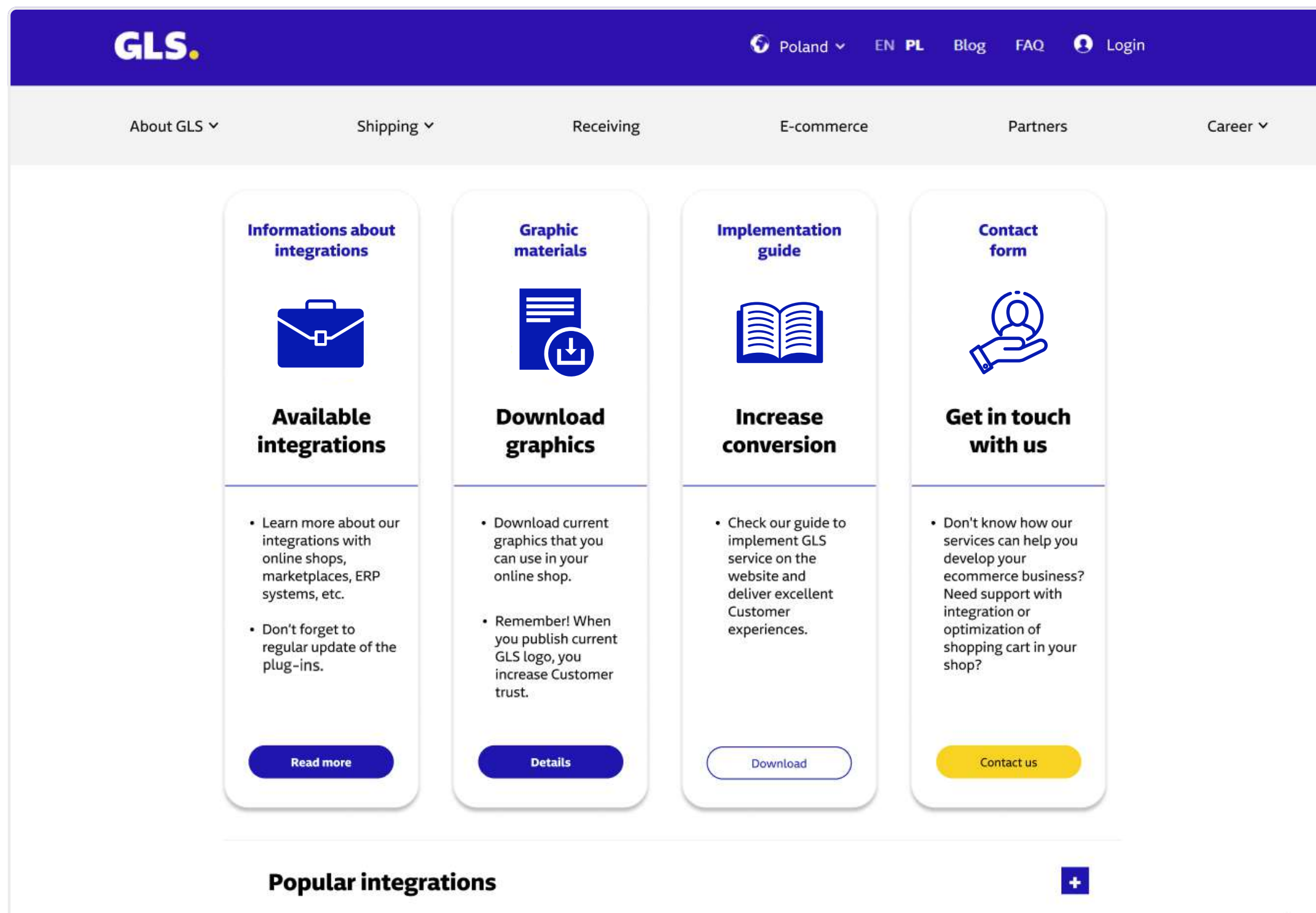
Contact your Sales Representative or visit our website where you will find all the graphic materials that you can use on your online store to describe delivery methods or promote the choice of GLS among your Customers.

[Download graphic materials](#)



# Discover e-commerce together with GLS.

We invite you to regularly visit the "E-commerce" sub-page on our website. There you will find, among other things, additional information about our integrations or current graphic materials which you can easily download.





**GLS.**  
Parcels to People

● **Let's make together  
your online shop  
exceptional**

↓  
● **Any questions?**

Please contact your Sales Representative or send  
an email to [ecommerce@glspoland.com](mailto:ecommerce@glspoland.com)