**GLS Spain introduces WhatsApp for shipment tracking and personalised delivery management**

**More than 1.6 million recipients of parcels handled by GLS Spain have opted to receive real-time updates on their parcel's location and to redirect the delivery to their preferred Parcel Shop.**

**Madrid, 26 September 2024** – Leading logistics and transport company GLS Spain has introduced the messaging app WhatsApp as a new channel for shipment tracking and delivery management for parcel recipients. This innovation marks another step forward for GLS Spain in its commitment to continuously improve the user experience and its goal to promote sustainable deliveries to convenient locations, such as Parcel Shops.

Thanks to this new feature, GLS Spain parcel recipients receive a WhatsApp message stating the estimated delivery date of their package, as well as options on managing the delivery. For example, if they are unavailable at the location they originally specified, they can redirect the delivery to a nearby Parcel Shop using WhatsApp. The same message offers a range of alternative collection points based on the destination postcode, and highlights the benefits of redirecting deliveries to a Parcel Shop.

Delivering to a Parcel Shop offers recipients the flexibility to collect their parcel at any time within the Shop’s generous opening hours, without needing to wait for the courier at a specific address. In fact, over 97% of active users rate this channel as satisfactory for receiving shipment updates. It is also a more environmentally friendly option. By ensuring delivery to a Parcel Shop, emissions associated with failed delivery attempts and subsequent re-tries are avoided. For this reason, GLS Spain is continually expanding its network of Parcel Shops, of which there are over 6,300 locations across Spain.

To use this new feature, users must provide prior consent via the My GLS app (“My Profile > My Data”), or through the website: [mygls.gls-spain.es](https://mygls.gls-spain.es/login). From then on, they will receive WhatsApp messages with information on all GLS Spain deliveries to the phone number provided. Consent only needs to be given once and will remain active until the user opts out of the service.

This service complements the current tracking and delivery management services offered by GLS Spain (notifications via email and SMS, inquiries through the app and website), with the added benefit that no additional app download is required. Everything can be managed through WhatsApp, already widely used by people of all ages.

**About GLS Group**

The GLS Group is one of Europe's largest independent parcel service providers, with a strong local presence in every country on the continent. It also operates through wholly owned subsidiaries in Canada and on the west coast of the US within a single GLS network. This allows the Group to seamlessly connect its customers and communities with millions of parcels and stories every day.

GLS proactively manages its network, flexibly connecting its markets to respond to their changing and dynamic nature. The company prides itself on offering its customers high-quality service that suits their needs in more than 40 countries. The GLS network comprises over 120 hubs and more than 1,600 depots, supported by over 36,600 last-mile delivery vehicles and 6,500 long-haul trucks. This offers network resilience, enhanced flexibility, and greater reach. In 2023/24, GLS generated record revenues of EUR 5.6 billion and delivered 905 million parcels across all markets.

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