# Making customers mobile with AX4

GO! Express & Logistics extends service quality

The world of courier and express service providers is all about high-quality shipping services. Speed and timing are paramount, and it's important to keep an eye on all shipment-related transactions. For GO! Express & Logistics the task is to develop a high-availability portal solution to allow GO! customers to input shipping data and track shipments. GO! is among the first providers to supplement its solution with an iPhone and iPad app that allows the electronic tracking of shipments. Other mobile services will follow, including a feature to request an original proof of delivery (PoD). The logistics platform AX4 serves as the hub for these mobile services.

**Challenge**

The AX4 portal solution is designed to extend customer service to include shipment management available anytime, anywhere. GO! seeks a sophisticated standard solution that will ensure stability and transparency amid rapidly growing shipping volumes. The solution must also have an interface and functionality flexible enough to allow GO! to customize the program to its own needs without any additional IT support The system needs to incorporate web-based shipment entry and tracking as well as comprehensive screening routines to check, for example, whether the customer's target delivery date can be met. It's important to be able to get reliable answers by automatically comparing pickup and delivery times before the shipment is imported into the GO! system.

»We opted for a specialist with a long-established platform that ensures an uninterrupted flow of data. Cloud technology eliminates the need for on-site installations. We can simply access this portal solution together with our customers.«

**Dr. Markus Altmeier**
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## Solution

With the cloud-based logistics platform AX4, GO! has chosen a solution that makes it quick, easy, and convenient for customers to enter shipments. AX4 automatically transmits shipments entered and approved by the customer to the appropriate GO! branch office. The system can print out the necessary barcode labels with all the shipping data. AX4 even allows tracking. GO! transmits all the tracking data from its internal system to AX4, where customers can access it through their web accounts.

The various branch offices can adapt the look and feel of the user interface to correspond to the preferences of the local customers. An electronic shipment tracking app based on AX4 is also under development. This will allow customers to access shipping data on their iPhones and iPads as well.

## Success

More than 2,000 users now utilize the web-based GO! service to enter and track over five million shipments a year with AX4. Each day, up to 15,000 GO! electronic delivery receipts are processes via the platform which can be viewed, forwarded, or downloaded at the click of a mouse. Both the customers and the nearly 100 GO! stations have access to AX4.

The tool AX4 Open allows the IT department of GO! to adapt the AX4 interface on its own and quickly and easily modify existing applications. The GO! stations can use AX4 Open to create and activate accounts for new customers on their own. The AX4 functionality is integrated into the GO! Order & Track website.

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