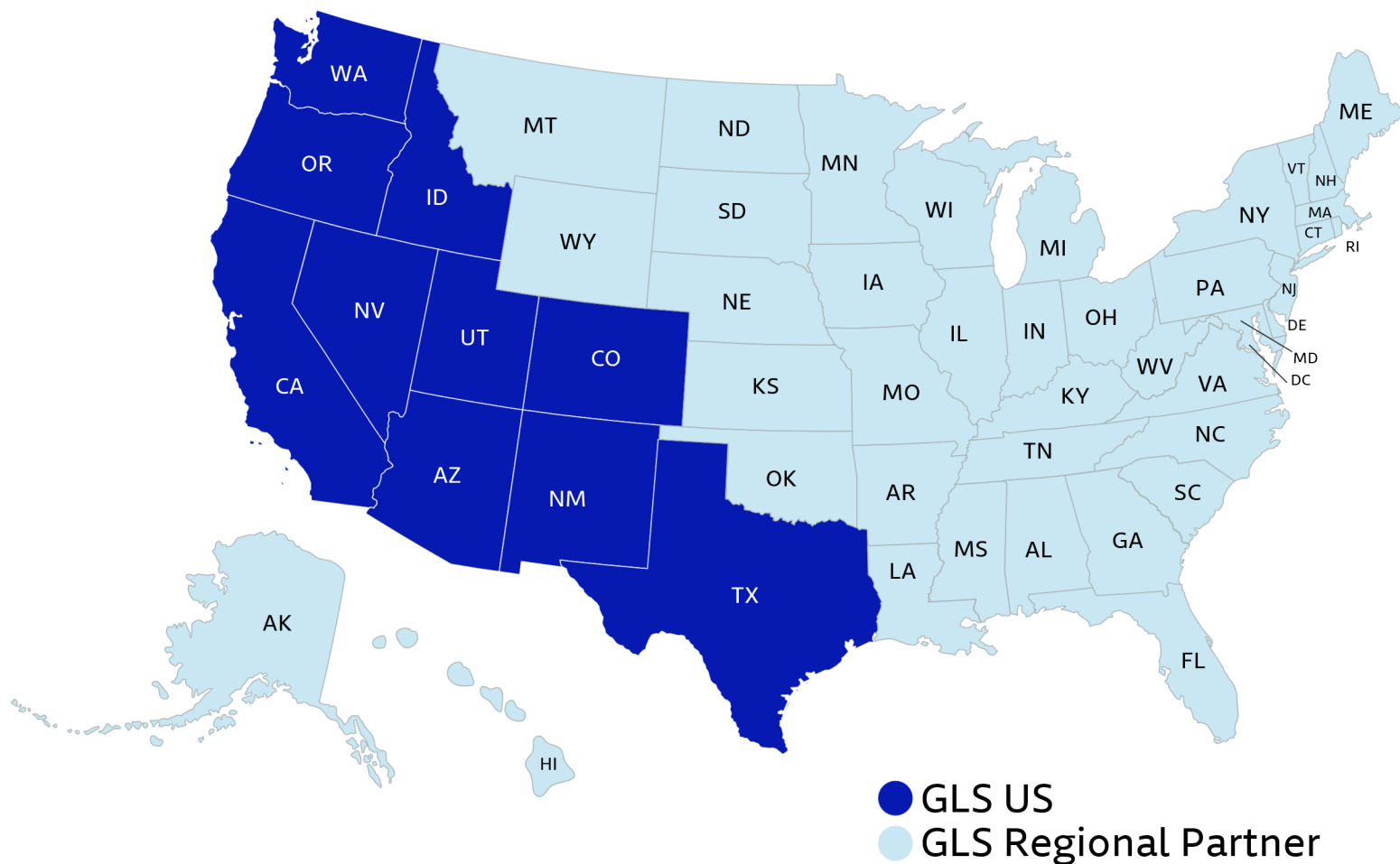


**Turning missed into
delivered**



The final mile reinvented

GLS.
Parcels to People

Solving the Missed Delivery Dilemma with GLS

Rethinking the final mile in parcel shipping.

Let's face it—the final mile can be the toughest part of the delivery journey. It's where the package meets the porch, and expectations are at their highest. But when things go wrong—missed deliveries, vague tracking, no flexibility—it's frustrating for everyone.

That's where GLS steps in. As the fastest carrier in the West, we're helping businesses deliver better experiences with 1-2 day shipping in our core footprint, nationwide support through trusted partners, and cross-border reach via Canada and Europe. With smart tech and a customer-first mindset, we're making the final mile smoother for everyone.

● The Challenge

Despite consumers' increasing expectations for precise and convenient deliveries, final mile logistics often fall short:

- **No Real-Time Connection:**

A sticky note on the door isn't helpful. Customers need real options—not just a "sorry we missed you."



- **Outdated Tracking:**

Delayed updates leave customers in the dark, unsure where their package is or when it's actually arriving.



- **Customer Frustration:**

Missed deliveries can lead to missed business. Disappointed customers may not come back.



● The Solution

GLS took on the challenge and built Bettermile—a smarter way to deliver that puts the customer in control. Paired with the GLS Go! App, it's changing the game.

- **See It All Happen:**

Real-time tracking, down-to-the-minute ETAs, and stop-by-stop progress so customers can plan their day.



- **Make Changes on the Fly:**

Need to reroute or reschedule? No problem. Customers can choose where, when, and how they get their package.



- **Two-Way Messaging:**

Customers text via SMS; drivers reply through the GLS Go! App for quick, seamless updates.



Results

The Impact: Big Wins for Customers, Drivers, and Brands

Since launching Bettermile, here's what we've seen:

- Fewer customer service calls—down 25% in just 30 days
- Reduced shipper call volume, resulting in a 30 second hold time for calls
- Up to 45 minutes saved per driver per day, supporting operational efficiency and workforce satisfaction
- More satisfied customers and stronger brand loyalty

What's Next: A Final Mile That's Smarter and Greener

At GLS, we're not just delivering parcels—we're delivering better experiences. Here's how:

- Enhanced route optimization using AI and real-time data
- Better visibility into carbon emissions and sustainability metrics
- Out-of-home (OOH) delivery options and parcel lockers to reduce porch piracy and emissions

GLS is committed to transforming the final mile—creating a more efficient, flexible, and customer-centric delivery experience.



Let's make missed deliveries a thing of the past and turn every shipment into a win—for you and your customers. Together, we can raise the bar for what the final mile should feel like: simple, smart, and stress-free.