



# Guide to implementing GLS Services on your online store

Familiarize yourself with the tips that will help you implement GLS services in your e-commerce and build excellent customer experiences

September 2024



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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.

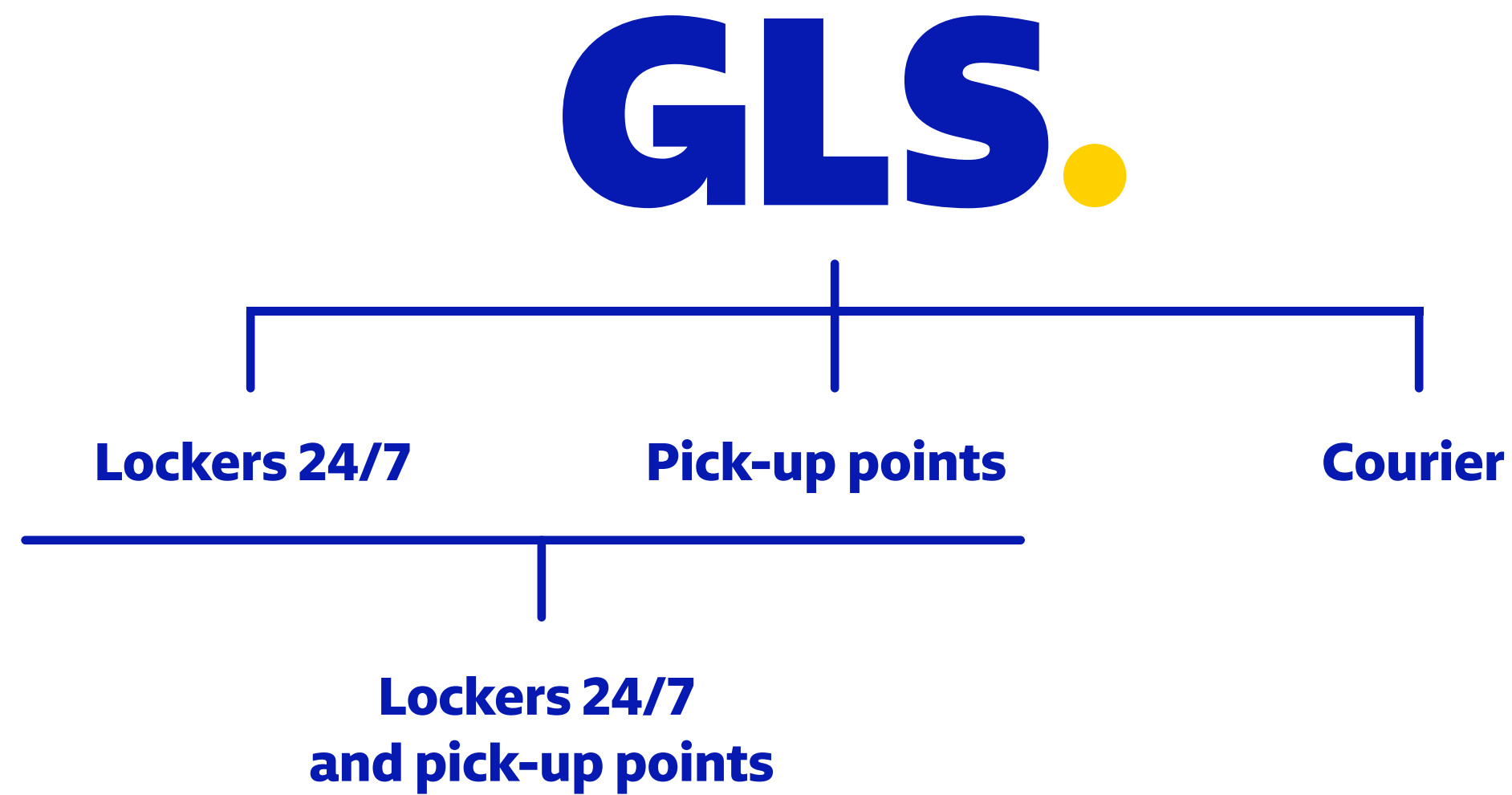
Proper display of courier services is important because:

- **Increases conversion** – clear and attractive presentation of delivery options encourages customers to complete their purchase.
- **Builds trust** – professional presentation of GLS services enhances the credibility of your store.
- **Reduces cart abandonment** – easy selection of the preferred delivery method reduces customer frustration.
- **Improves satisfaction** – well-informed customer is a satisfied customer.

Use our guidelines to optimize the shopping process and boost sales in your online store.

# GLS Closer to You - Your competitive advantage

By offering GLS services, you give your customers access to modern, convenient, and reliable forms of delivery. Learn about the main advantages that distinguish us in the market and can contribute to the growth of your sales.



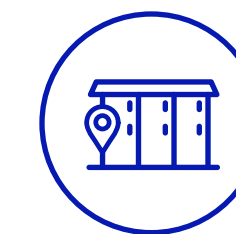
Flexible and convenient delivery options for recipients



Guaranteed delivery quality, Recipient NPS of **81 points** (07.2024)



Parcel pickup within **72 hours** at parcel lockers and up to **7 days** at pick-up points



+ **6,000** Orlen **parcel lockers** across Poland



+ **7,000 pick-up points** a.o. Lidl, Auchan, Delikatesy Centrum, Shell, and more



Over **80,000 pick-up points** available across Europe.



# Standard for positioning GLS delivery methods

1

## Review the guide to learn the implementation rules

Carefully review our guide to understand all aspects of proper implementation.

2

## Enable delivery to a 24/7 parcel lockers or pick-up points

Add the option for parcel lockers or GLS pick-up points to the delivery methods in your online store.

3

## Set the correct position in the delivery methods list

Place GLS services among the top three delivery options to increase their visibility and appeal.

4

## Implement the current logo correctly

Use the latest GLS logo to increase recognition and customer trust in the offered services.

5

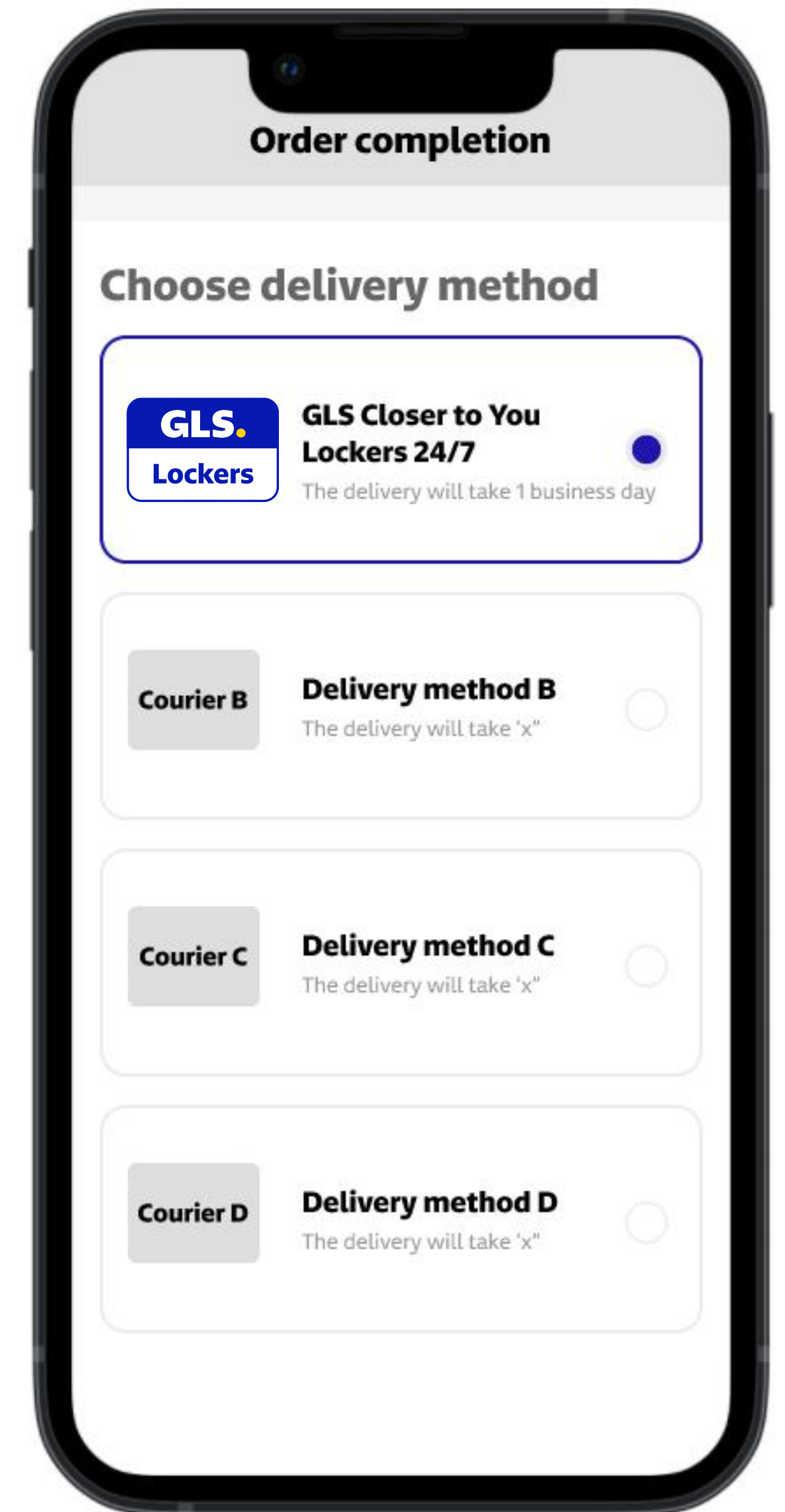
## Use the correct phrases for the delivery method and time

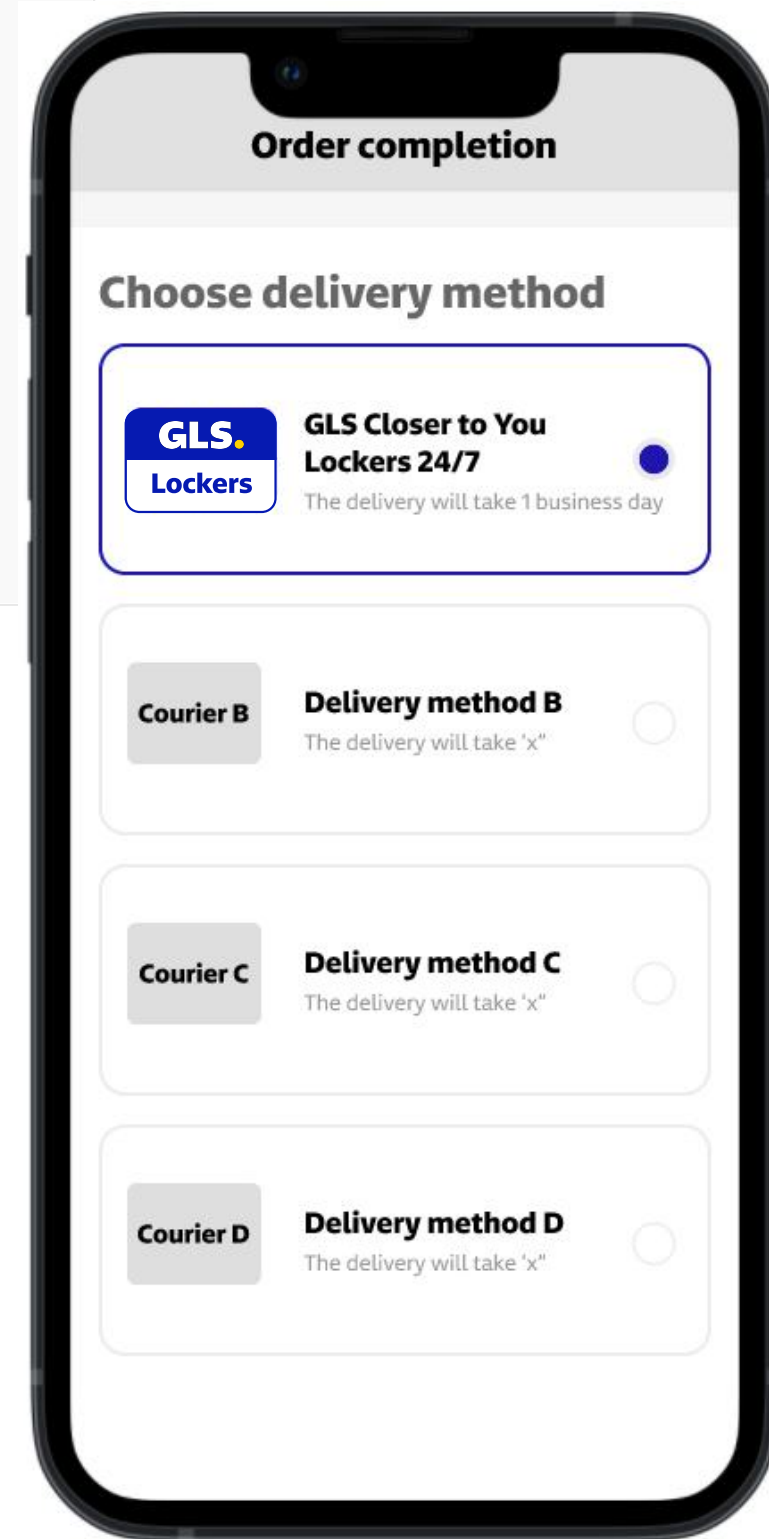
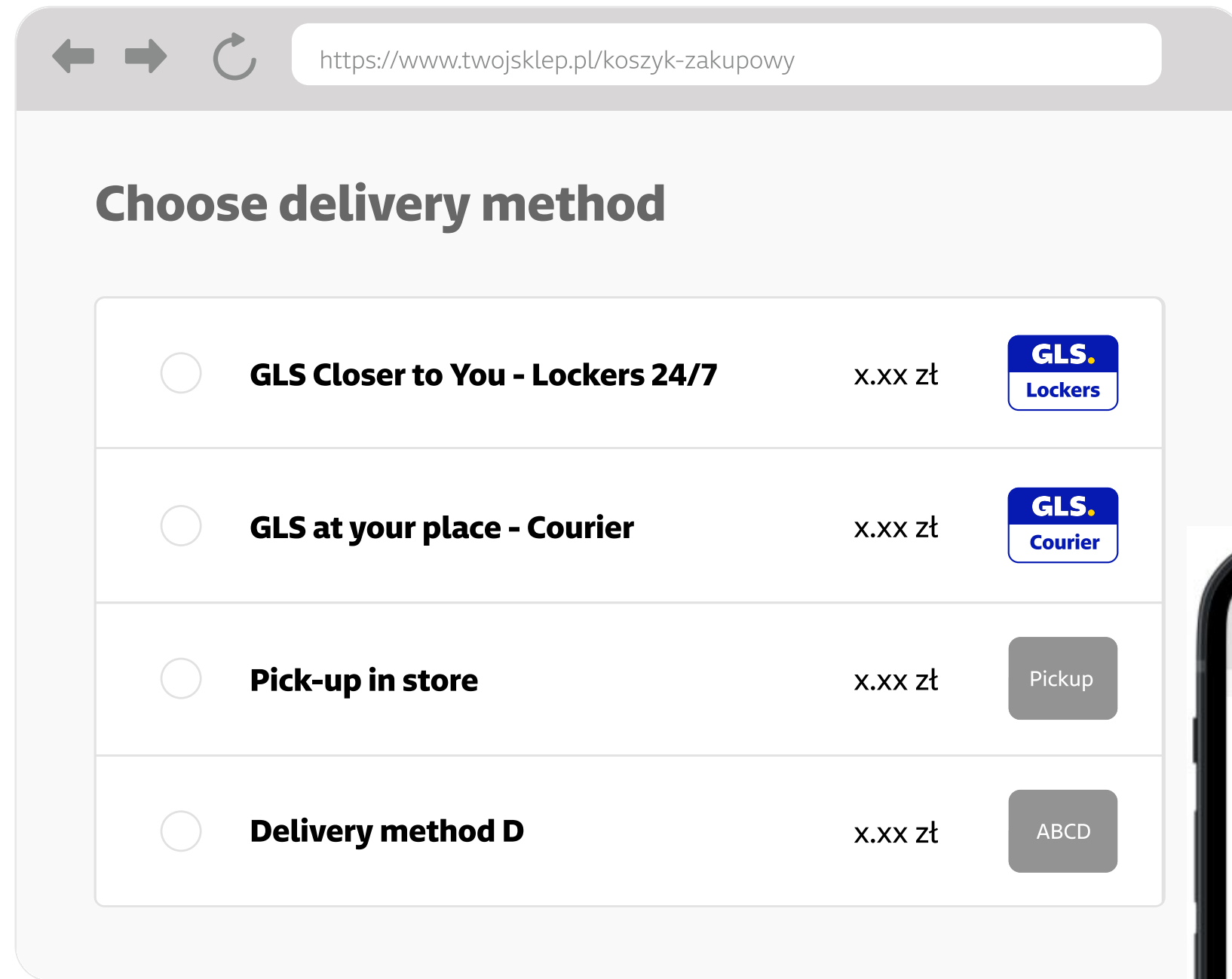
Create a clear and concise description of GLS services, highlighting the standard delivery time – **1 business day**.

6

## All set? That's it!

Once everything is ready, contact your sales representative to discuss the details of obtaining the GLS standard.





# Help your customers easily choose a delivery method

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

## GLS at your place - Courier

Courier delivery to the door

## GLS Closer to You - Lockers 24/7

Delivery to parcel lockers

## GLS Closer to You - Pick-up points

Delivery to GLS pick-up points and partner locations, e.g., Lidl, Delikatesy Centrum, Shell

## GLS Closer to You - Lockers 24/7 and pick-up points

Delivery to parcel lockers and pick-up points

Place delivery to a parcel locker or pickup point among the **top three delivery options** to meet the GLS positioning standard requirements

# Implement the appropriate delivery method icon



## GLS at your place - Courier

Delivery will take 1 business day



## GLS Closer to You - Pick-up points

Delivery will take 1 business day



## GLS Closer to You - Lockers 24/7

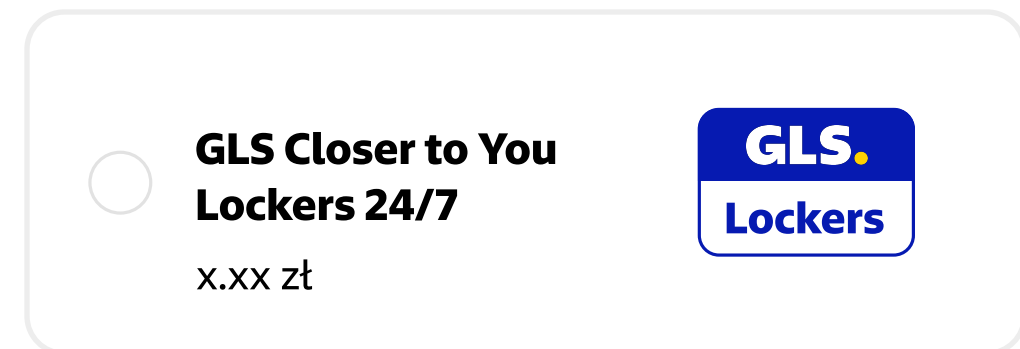
Delivery will take 1 business day



## GLS Closer to You - Lockers 24/7 and pick-up points

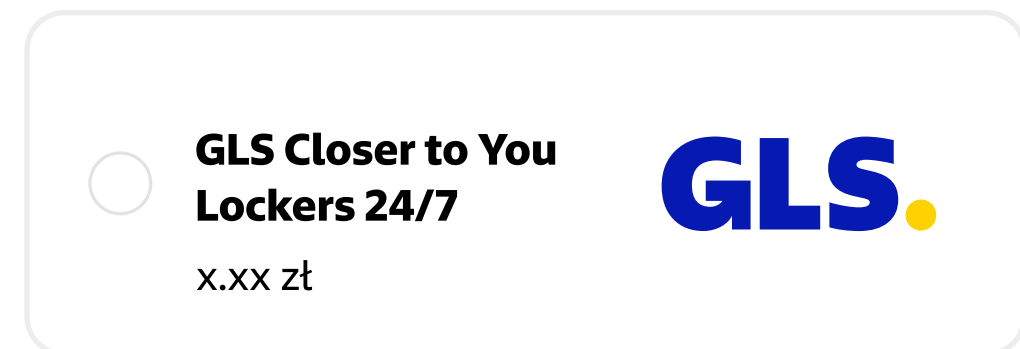
Delivery will take 1 business day

- Use the current graphic with a minimum size of **90 x 60 pixels**
- Place the correct delivery method name next to the graphic
- Ensure the graphic is clear and readable with the GLS logo, keeping the proportions intact
- The graphic may only be omitted due to technical limitations of the store. Remember, its absence may confuse customers
- You can find the current graphic materials on the [website](#)



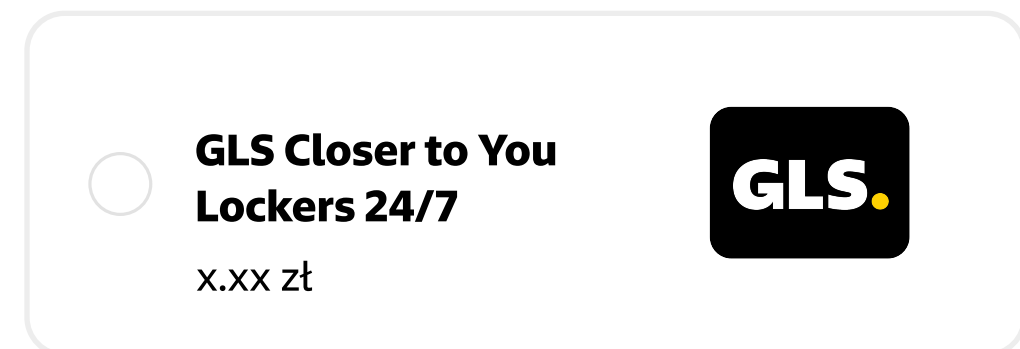
### Excellent!

The delivery method graphic has been implemented correctly.



### Bad

Using a logo instead of the dedicated delivery method graphic.










### Bad

Unnecessary modification and alteration of the proportions of the delivery method graphic



# Use correct 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	GLS at your place - Courier	GLS Closer to You - Lockers 24/7	GLS Closer to You - Pick-up points	GLS Closer to You - Lockers 24/7 and pick-up points
 <p><b>Service description</b></p>	Fast delivery and convenient pickup at the specified address	Delivery to parcel lockers	Delivery to GLS pick-up points a.o. Lidl, Delikatesy Centrum, Auchan, Shell and more	Delivery to 24/7 parcel lockers and GLS pick-up points
 <p><b>Delivery time</b></p>	Delivery will take 1 business day	Delivery will take 1 business day	Delivery will take 1 business day	Delivery will take 1 business day
 <p><b>Example</b></p>	 <p><b>GLS at your place - Courier</b> Fast delivery and convenient pickup at the specified address Delivery will take <b>1 business day</b></p>	 <p><b>GLS Closer to You - Lockers 24/7</b> Delivery to parcel lockers Delivery will take <b>1 business day</b></p>	 <p><b>GLS Closer to You - Pick-up points</b> Delivery to pick-up points a.o. Lidl, Delikatesy Centrum, Auchan, Shell and more Delivery will take <b>1 business day</b></p>	 <p><b>GLS Close to You - Lockers 24/7 and pick-up points</b> Delivery to 24/7 parcel lockers and pick-up points Delivery will take <b>1 business day</b></p>

IdoSell.



PrestaShop



WooCommerce

allegro

ebay

AVOCADO  
#soft

COMARCH



BaseLinker

And much more...

# Remember to regularly update your e-commerce plugin

Regular updating of the GLS plugin in your online store panel is crucial. It provides access to the latest features and fixes, ensuring reliable operation.

With the current version of your plugin, you provide Customers with:

- **Up-to-date service information** - customers always see the latest delivery options, prices, and conditions. This guarantees transparency and helps in making purchasing decisions.
- **Efficient map with pick-up points** - easy search for the nearest GLS point. An up-to-date map increases customer convenience and satisfaction with the purchasing process.
- **Smooth integration** - quick order processing without delays. This ensures efficient shipping and minimizes the risk of errors in the delivery process.

More information about integrations and how to update the plugin can be found on our dedicated page [e-commerce](#)



# Useful informations

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 24/7 lockers and GLS pick-up points

	<b>Max dimensions</b>	<b>Max weight</b>	<b>Longest side</b>	<b>Pick-up time</b>
<b>Parcel lockers Orlen</b>	60 x 41 x 38 cm	20 kg	60 cm	72 hours
<b>GLS branches and partner network</b>	Sum of the perimeter + the longest side < 300 cm	31.5 kg	200 cm	7 days
<b>Famous retail brands</b> (Lidl, ABC, Delikatesy Centrum, Duży Ben and more)	80 x 60 x 60 cm	20 kg	80 cm	7 days

## **Courier for business**

<https://gls-group.eu/PL/en/shipping/courier-for-business/>

## **E-commerce integrations**

<https://gls-group.eu/PL/en/ecommerce/>

## **Graphic materials**

<https://gls-group.eu/PL/en/about-gls/newsroom/>

## **Have questions?**

Contact your sales representative  
or write to the address [ecommerce@gls-poland.com](mailto:ecommerce@gls-poland.com)