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Lufthansa Cargo and cargo.one upgrade to strategic partnership

- Expansion of cooperation in the area of digital services adding bookability to a further 59 countries to now total 75 worldwide
- cargo.one provides all live available offers for general cargo, passive pharma goods and perishables in at least two speeds
- Customers benefit from efficient search, comparison and booking processes

Online booking portals are becoming increasingly important in the air freight industry. Customers prefer to quickly and easily check and compare offers from various cargo airlines and select the service that suits them best for the transport of their goods. In response to this customer demand for more

transparency and comparability, Lufthansa Cargo and the booking platform cargo.one are joining forces in a strategic partnership: On cargo.one, with utmost efficiency, forwarders will find live offers, compare and book general cargo, passive pharma and perishables. Each is offered in td.pro (standard speed) and td.Flash (high priority) speed.

In addition to the Lufthansa Cargo website, which continues to be available to customers in full as a central information and booking platform for the entire product range and maximum of digital processes, cargo.one is proving to be an attractive addition with optimized search and booking functions for General Cargo up to ten tons in particular. Thanks to easy navigation, customers can find suitable options with just a few clicks in the menu navigation and benefit from a structured overview in the presentation of available services according to airline, route and prices.

The cargo.one booking platform has already been on the market for five years and its functionality, based on a very well-developed algorithm, is precise, user-friendly and firmly established on the market. On this marketplace, forwarders can find the broadest Lufthansa Cargo offering from nearly all markets. With its mature “best” offer recommendation algorithm, cargo.one provides a distinguishing tool supporting the offer comparison for the customer, complementing it with classic capabilities to browse through a list of options and compare them.

Also the booking process with the default auto assignment of new AWB numbers is as highly appreciated as the booking confirmations and the booking update, respectively transport monitoring. Lufthansa Cargo and cargo.one will collaborate and bring new innovations, features and processes for more forwarder efficiency first at cargo.one. Such close collaboration was already piloted last year with the introduction of the AWB auto assignment. There the complete redesign of the AWB stock process, made stocks obsolete resulting in increased productivity and complexity reductions for customers. Customer adoption for that feature has become outstanding at cargo.one, proving that the joint mission of redesigning the business processes to more digitalization and simplicity is a change effort worth pursuing.

“Our customers value digital services that help them being utmost efficient. Hence, we recommend them to use cargo.one as the marketplace to retrieve live offers, compare and book. We are pleased to now offer the cargo.one channel to more than 90 percent of our customers. The ambition of cargo.one

to have maximum offer quality and confirmed bookings, providing maximum ease of use is paying off in an improved customer experience. At the same time, we are continuously expanding our pioneering role in the field of digitalization with our partner," said Ashwin Bhat, Chief Commercial Officer at Lufthansa Cargo.

Moritz Claussen, founder and Co-CEO of cargo.one, added, "The expansion of Lufthansa Cargo's excellent capacity on cargo.one is great news for our thriving user base of many thousands of forwarders in all corners of the world. cargo.one and Lufthansa Cargo teams are further combining their expertise to co-innovate and provide new and exciting ways to drive value and success for freight forwarders".

Lufthansa Cargo AG

With revenue of 4.6 billion euros and a transport performance of 7.2 billion freight ton kilometers in 2022, Lufthansa Cargo is one of the world's leading companies in the transport of airfreight. The company currently employs around 4,100 people worldwide. Lufthansa Cargo's focus is on the airport-to-airport business. The route network covers around 300 destinations in more than 100 countries, using both freighter aircraft and cargo capacity from passenger aircraft operated by Lufthansa, Austrian Airlines, Brussels Airlines, Eurowings Discover and SunExpress, as well as trucks. The majority of the cargo business is handled via Frankfurt Airport. Lufthansa Cargo is pursuing the goal of becoming the world's most environmentally friendly cargo airline. To achieve this, the company relies on state-of-the-art technologies and constant investments in the area of sustainability. In 2022, important milestones were reached, such as the investment in the continuous expansion of the B777F fleet, the expansion of short- and medium-haul networks with A321 freighters, and the continuation of the Sustainable Aviation Fuel program. In 2023, Lufthansa Cargo plans to successively equip its B777F fleet with Sharkskin technology, implement further digital services and contribute to reducing CO2 emissions through sustainable logistics solutions. Lufthansa Cargo is a wholly owned subsidiary of Deutsche Lufthansa AG and the specialist for the logistics business of the Lufthansa Group.

Contacts



Nicole Mies

Press Contact

Head of Communications & Corporate Social Responsibility

press@lufthansa-cargo.com



Lufthansa Cargo Media Hotline

Press Contact

press@lufthansa-cargo.com

+49 69 696 72435



Katharina Stegmann

Press Contact

Spokesperson

katharina.stegmann@dlh.de

+49 69 696-72508



Julia Leukel

Press Contact

Spokesperson

julia.leukel@dlh.de

+49 69 696-660138



Jan Paulin

Press Contact

Spokesperson

jan.paulin@dlh.de

+49 69 696 10274