



Aug 26, 2025 10:00 CEST

## **Lufthansa Cargo optimizes digital services: online customer experience becomes faster, simpler and clearer**

- **Comprehensive optimization of digital services from booking to shipment tracking**
- **Various digitalization and innovation projects within the company improve the customer experience**

Lufthansa Cargo has elevated its digital offering, which is now more intuitive, clearer and requires fewer clicks.

Thanks to the optimized “eBooking” user interface, including a shortened booking process for standard shipments, customers can now book their general cargo shipments in around half the time it previously took. The new function for saving recent searches can even reduce the booking process to just 30 seconds. Customers also benefit from a clear overview of routing options and other practical functions, such as the display of relevant station information. The integration of additional services, such as CO2 offsetting, is already in the planning stage.

The “eTracking” shipment tracking service has also been revamped and is expected to be available from the end of August: With a newly designed user interface, customers can track their freight shipments even more clearly and easily. In addition, the option of proactive email notifications along the transport chain and in the event of deviations from the original transport plan provides more transparency.

The new online experience was developed in close cooperation with the cargo airline’s customers. Their feedback was specifically incorporated into the optimization of the booking steps – and also forms the basis for future developments. “Our new booking process delivers exactly what our customers wanted: fewer clicks, a clear overview, shorter processes and faster communication. It not only makes bookings easier, but also significantly more effective. And we are not stopping there: we are continuing to invest in innovation and focus specifically on AI to accelerate processes, increase transparency and improve service. This puts our customers at the center of everything we do – today and in the future,” says Marcel Kling, Head of Digital Sales at Lufthansa Cargo.

With these innovations, Lufthansa Cargo is underlining its pioneering role in the digitalization of air freight. Since this spring, customers have also been able to book dangerous goods shipments digitally. In May, the company also developed an AI solution that processes booking enquiries by email faster and more securely. Numerous other innovations are already being implemented to continuously improve customer experience.

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## **Lufthansa Cargo**

Lufthansa Cargo is one of the world's leading cargo airlines and part of the Lufthansa Group, Europe's largest airline group. Through its five cargo hubs

in Frankfurt, Munich, Brussels, Vienna and Rome, the airfreight specialist transports an average of 2,500 tons of freight per day. This is based on a strong and reliable airport-to-airport network that covers some 350 destinations in more than 100 countries. Lufthansa Cargo markets the cargo capacities of the passenger aircraft of Lufthansa Airlines, Austrian Airlines, Brussels Airlines, Discover Airlines, ITA Airways and SunExpress, as well as its own freighter fleet of 18 Boeing 777F and four Airbus A321F. In addition, some 300 trucks operate daily under a Lufthansa Cargo flight number. Together with its subsidiaries, Lufthansa Cargo offers customized, fast and efficient logistics solutions along the entire supply chain. In this way, the company fulfills its mission "Enabling Global Business" and connects markets and trading partners worldwide. Innovative technologies and investments in sustainability play a central role. In addition to a modern fleet and the use of sustainable aviation fuel (SAF), the focus is on continuous optimization of flight operations. In 2024, the company generated revenues of 3.26 billion euros and a transport performance of 8.5 billion freight tonne-kilometers. It currently employs approximately 4,200 people worldwide.

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