



## **Aramex Goes Live with WhatsApp Business Solution for Customers**

- *Aramex becomes one of the first companies in the logistics industry to partner with WhatsApp for Business*
- *The solution will provide customers with a simplified, more secure and dependable customer engagement*
- *In line with the company's strategy to modernize customer experience*

**Dubai, UAE – Sunday, Oct 21, 2018:**

Aramex (DFM: ARMX), the leading global provider of comprehensive logistics and transportation solutions, today announced the launch of a more personalized customer interaction channel through its partnership with WhatsApp for Business. The roll out of the pioneering service is part of the Company's efforts to enhance customer experience and digitize the end-to-end shipment journey.

In its preliminary version, the service will include a "track and trace" functionality as well as a "find Aramex nearest location" feature. Ultimately, the service aims to provide an on-demand and personalized customer interaction for shipment notifications, live location sharing, new delivery instructions and scheduling, offering highly customized last mile preferences and an upgrade to the Company's service level.

### **Mohammed Sleet, Chief Digital Officer at Aramex said:**

*"We are very excited to announce that we have partnered with WhatsApp for Business to provide our customers with a highly integrated communication and messaging channel. We are continuously looking at innovative ways to revolutionize customer experience and modernize our digital touch points, providing an opportunity to create a richer, easy to use and more engaging customer experience. This means we are focusing on a simple, secure and reliable interaction, which is what we promise to offer through WhatsApp."*

*"Aramex will be one of the first companies in the industry to roll out this service to customers on the back of an AI based Chatbot, a testament to our focus on enhancing customer experience as part of our new digital strategy. This will be a gamechanger in the way we interact with customers," added Sleet.*

Over the last several months, Aramex has been focusing efforts and resources on delivering on initiatives in its digital transformation strategy, a key pillar of the Company's new strategic direction. Disruptive innovation will help improve the Company's operational efficiency, shorten delivery time and ultimately serve to surpass customer expectations.



In 2017, the company launched its artificial intelligence enabled Chatbot on Facebook Messenger, "Aramex Bot", a service that enables personalized, scalable conversations with customers about shipment-related queries and different service offerings. It also provides users with a convenient way to easily find Aramex nearest locations, track shipments and share preferred delivery location.

- Ends -

**About Aramex:**

Aramex (DFM: ARMX) is the disruptive leader in the global logistics and transportation industry. Established in 1982 as an express operator, the company rapidly evolved into a global brand recognized for its customized services and innovative multi-product offering. Traded on the NASDAQ from 1997 to 2002, Aramex today is a publicly traded company on the Dubai Financial Market, employing more than 18,000 people in 604 locations across 71 countries and leads a strong alliance network providing global presence, and bringing together 40 independent express companies from around the world. The range of services offered by Aramex includes integrated logistics solutions, international and domestic express delivery, freight forwarding, secure records and information management solutions, and e-services, including e-business solutions and Shop and Ship. [www.aramex.com](http://www.aramex.com)

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