



## ARAMEX

Aramex has been around for more than 35 years and is today a logistics and transportation solutions leader and innovator. Based in Dubai, Aramex operates in over 65 countries with more than 16,500 employees.

More Than One Million Customers Served Through WhatsApp

19% Decrease in Inbound Calls After Transitioning Inquiries to WhatsApp

41% Shipment Inquiries Processed by WhatsApp

[vonage.com](https://vonage.com)



# aramex

## Aramex Innovates Its Last-mile Delivery with Vonage APIs

A **2018 industry report** predicted that digital transformation spending in the global logistics market will reach nearly \$95 million by 2026, bringing game-changing benefits such as heightened efficiency and CX, broader awareness and reach of products and services, higher productivity and innovative business models.

To realize these benefits, companies must adopt new practices and deploy innovative technologies to support them. Just ask Mohammed Sleeq, chief digital officer at **Aramex**.

"While we continue to compete with the traditional global logistics operators, the rise of a new breed of competition, fueled by the growth of global e-commerce, is changing the competitive landscape," said Sleeq. "In order to remain competitive, we need to upgrade our technology-enabled solutions to allow for faster and more efficient delivery of parcels from point A to point B."

*"We need to communicate with our customers through the apps that they currently use and enjoy. Our integration with [Vonage] not only enables us to offer WhatsApp, but the [Vonage] Messages API also allows us to give our customers the ability to use other preferred communications apps."*

**- Mohammed Sleeq**  
Chief Digital Officer  
Aramex

## The WhatsApp Business Solution Through Vonage's Messages API

With so much at stake, Sleeq and his team needed to ensure that the technology they selected enabled the highest level of efficiency. Aramex started by choosing **Vonage's SMS API** for its two-factor authentication capabilities, as well as its fundamental communication tools for Last Mile delivery.

Next, Aramex opened an important new channel for customer communications, **WhatsApp**. Aramex was able to use the new WhatsApp Business solution enabled by Vonage's **Messages API**.

Through Vonage's Messages API, customers are able to choose from SMS, MMS, the WhatsApp Business solution, Facebook Messenger, Viber and more.

"Instead of having to integrate each channel or communication center separately, [Vonage] provides the access we need to use a variety of different communications channels, leaving the choice in the hands of the consumer," said Sleeq.

## Speed-to-Market for WhatsApp Launch

"We were able to deliver our [Vonage]-enabled solution in less than one month," said Sleeq. "I wanted Aramex to be one of the first logistics

companies to launch the WhatsApp Business solution globally, and with [Vonage] we were able to accomplish this."

### RESULTS

#### Increased Customer Volume and Faster Shipping

After integrating the WhatsApp Business API, Aramex was able to handle phone inquiries on a larger scale and schedule deliveries and ship items faster.

#### Improved CX While Eliminating Last-Mile Inefficiencies

The Aramex-WhatsApp Business solution service provides customers with a highly integrated communication and messaging channel. The features Aramex currently offers are "find the nearest Aramex location" and a "track and trace" functionality. With Vonage's Messages API, Aramex is able to enhance its customer service through the WhatsApp Business solution by increasing the speed, accuracy, and efficiency of deliveries.

"[Vonage] APIs help Aramex ensure that our Last Mile infrastructure becomes more efficient," said Sleeq. "We will now be able to reach our customers in a variety of convenient ways and minimize the number of delivery attempts made. It's all about enhancing the customer experience and improving the customer's journey. [Vonage] is an important component in helping us achieve these goals."



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.