



Logistics Giant Aramex Innovates Last Mile Delivery With Nexmo, the Vonage API Platform

April 4, 2019

Aramex Builds Integration with WhatsApp Business Solution via Nexmo APIs to Improve Customer Service Through Increased Delivery Efficiency

HOLMDEL, N.J., April 4, 2019 /PRNewswire/ -- [Vonage](#) (NYSE: VG), a global business cloud communications leader, today announced that Aramex has successfully digitally transformed its last-mile delivery processes using [Nexmo, the Vonage API Platform](#). Using the Nexmo Messages APIs to integrate directly with the WhatsApp Business solution, in addition to existing messaging capabilities via Nexmo's SMS APIs, Aramex was able to build effective communications with customers, increasing the speed, accuracy, and efficiency of messaging delivery while improving the overall customer experience.

A global leader in the logistics and transportation industry, Aramex is recognized for its customized and innovative services for businesses and consumers. The company offers international and domestic express delivery, freight-forwarding, logistics and supply chain management, e-commerce, and record management. Fueled by the growth of global e-commerce, the competitive landscape of the logistics market is changing in a way that required Aramex to evolve.

Large and small e-tailers, as well as new digital logistics operators, are using new and disruptive "Last Mile Delivery" technologies. These technologies help companies complete the final, most important step of the process: the timing of package delivery. To remain competitive, Aramex wanted to upgrade its technology-enabled solutions to allow for faster and more efficient last-mile delivery. Leveraging the WhatsApp "Live Location" feature to ensure more accurate deliveries to those areas without traditional zip codes or addresses, Aramex turned to the Nexmo Messages API, transforming the last mile by using programmable communications. Nexmo's enterprise services guided Aramex through the process - from kick-off to being live in production.

"By leveraging Nexmo APIs to integrate with the WhatsApp Business solution, we are able to efficiently communicate with our customers and receive precise delivery instructions," said Mohammed Sleeq, Chief Digital Officer at Aramex. "This communications transformation has helped us enhance our last mile delivery process, and allowed us to become more effective on the ground. It also helped in reducing the number of contact center interactions and improving the quality of service we provide to our customers."

The Aramex-WhatsApp Business solution service, supported by Nexmo APIs, provides Aramex customers with a highly integrated communication and messaging channel. With the service, Aramex is able to offer features such as "find the nearest Aramex location" and "track and trace" functionalities. Aramex plans to incorporate future digital enhancements, including "on-demand and customized customer interaction for shipment notifications."

"Forward-thinking enterprises, such as Aramex, want to differentiate themselves by how they engage customers and are moving beyond the traditional business communications to do so," said Omar Javaid, Chief Product Officer and EVP & GM of Nexmo, the Vonage API Platform. "By tapping into Vonage's unique combination of offerings, Aramex created deeper customer engagement through more meaningful interactions. We are honored Aramex selected Vonage for its transformative efforts."

[See the case study](#) to learn more about how Aramex is leveraging Nexmo APIs to create better business outcomes.

About Vonage

[Vonage](#) is redefining business communications, helping enterprises use fully-integrated unified communications, contact center, and programmable communications solutions via Nexmo, the Vonage API Platform, to improve how business gets done. True to our roots as a technology disruptor, we've embraced technology to transform how companies connect, collaborate and communicate to create better business outcomes. Vonage's fully-integrated cloud communications platform built on a microservices-based architecture enables businesses to collaborate more productively and engage *their* customers more effectively across all channels, including messaging, chat, social media, video and voice.

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