



# Guide to implementing GLS delivery services on your online store

Discover how delivery configuration impacts closing sales and why customers will love LIVE tracking

December 2025



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## Things to keep in mind

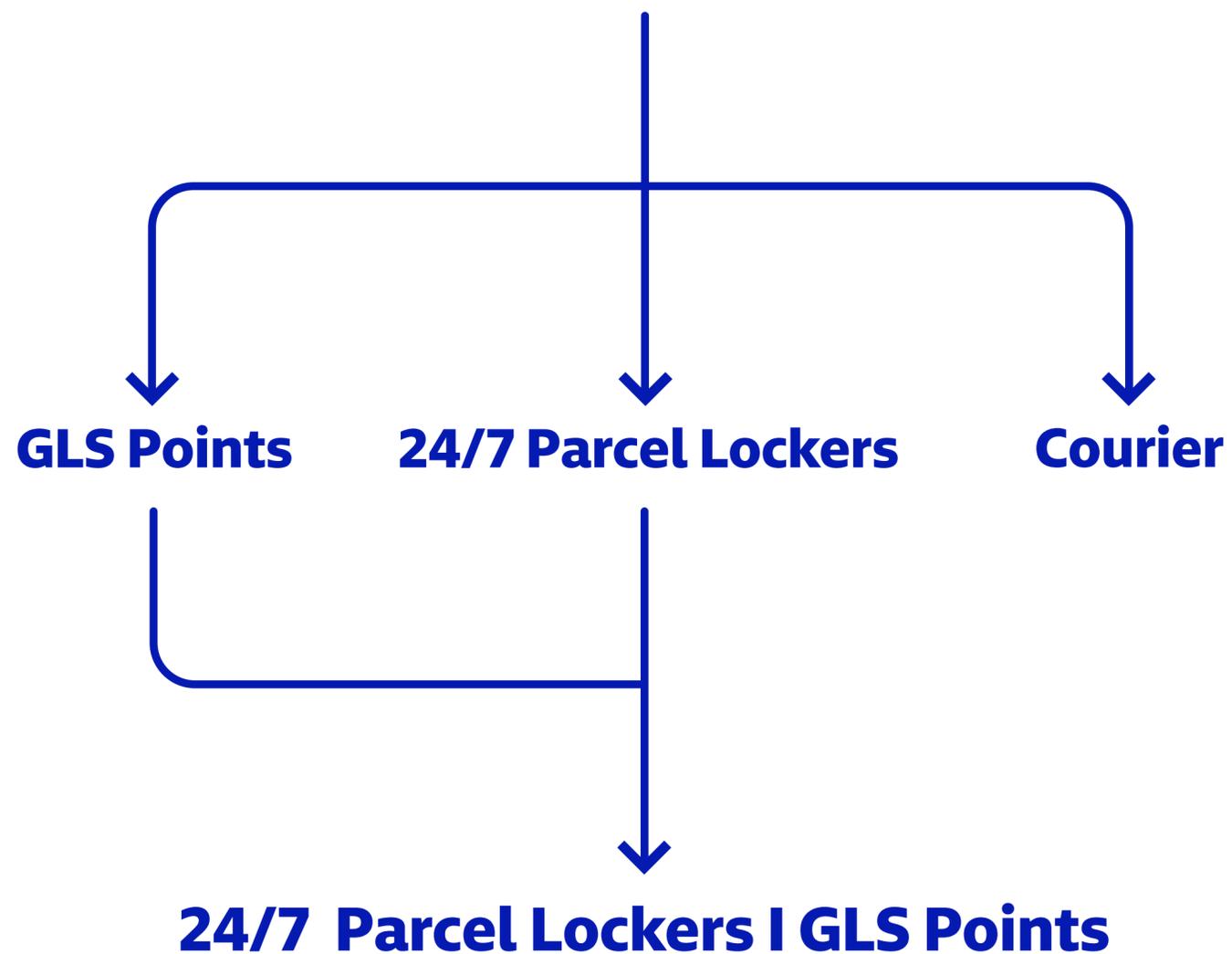
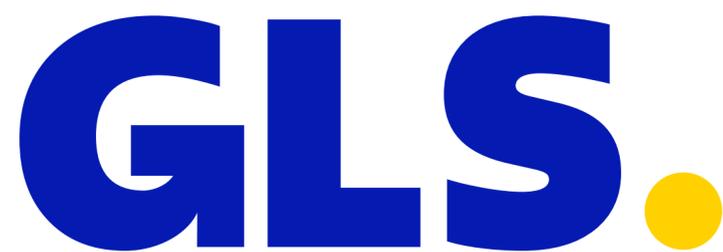
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In this guide, you will discover how the proper implementation of GLS services in your online store can **significantly enhance** the shopping experience for your Customers.

Proper display of courier services is important because:

- **increases conversion** - clear and attractive presentation of delivery options encourages Customers to complete their purchase.
- **builds trust** - a professional presentation of GLS services enhances the credibility of your store.
- **minimises the risk of cart abandonment** - an easy choice of preferred delivery method reduces Customer frustration.
- **improves satisfaction** - a well-informed customer is a satisfied Customer.



# Building a competitive advantage with GLS

By offering GLS services, you give your customers access to modern, convenient and reliable forms of delivery. Learn about the main advantages that distinguish us in the market and can contribute to the growth of your sales.



Flexible and convenient delivery options for recipients



Quaranteed delivery quality, Recipient NPS of **81 points** (09.2025)



Parcel pickup within **72 hours** at parcel lockers and up to **7 days** at pick-up points



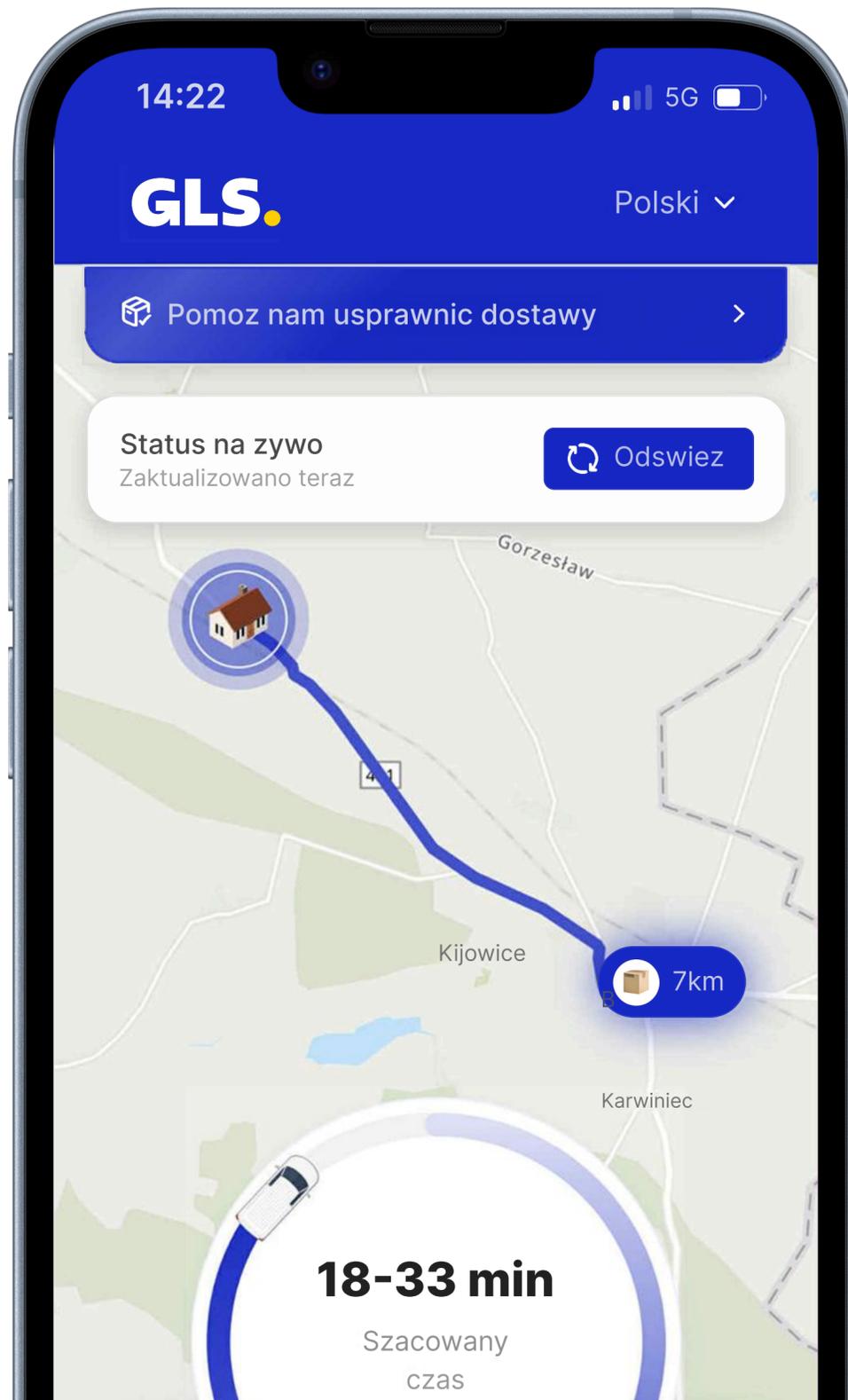
**+ 7 000** Orlen **parcel lockers** across Poland



**+ 18 000 pick-up points** a.o. Żabka, Lidl, Auchan, Duży Ben, Shell and more



Over **100 000 pick-up points** available across Europe



# ● LIVE: Real-time parcel tracking

Our new service allows the Recipient to track the courier on the map from **20 stops** before the destination. Your receiver can see the exact location of the parcel and the dynamically updated delivery time.

## Benefits for the Recipient

- **Maximum precision:** Knows the delivery time with an accuracy of up to **15 minutes**.
- **Convenient overview:** The courier's view on the map provides peace of mind and assurance that the parcel is close.
- **Freedom of action:** Can plan the day without the obligation to wait at home for the courier.

## Benefits for the Sender

- **Building loyalty:** A transparent delivery process increases trust in the brand and satisfaction with the purchase.
- **Resource savings:** Customers check the status themselves on the map, which relieves your Customer Service.
- **Premium image:** Modern delivery technology distinguishes your store from the competition.

# Standard positioning in the checkout

1

## Review the guide to learn the implementation rules

Review the guidelines to fully leverage the potential of GLS services.

2

## Enable delivery to the 24/7 Parcel Locker or GLS Point

Configure OOH delivery methods, clearly indicating Parcel Lockers and GLS Points.

3

## Set the correct position on the list of delivery methods

Place GLS in the top three delivery methods. A higher position means better visibility and a greater chance of selection.

4

## Correctly implement the current logo

Use the current GLS logo. A recognisable brand mark builds customer trust at a crucial moment of purchase.

5

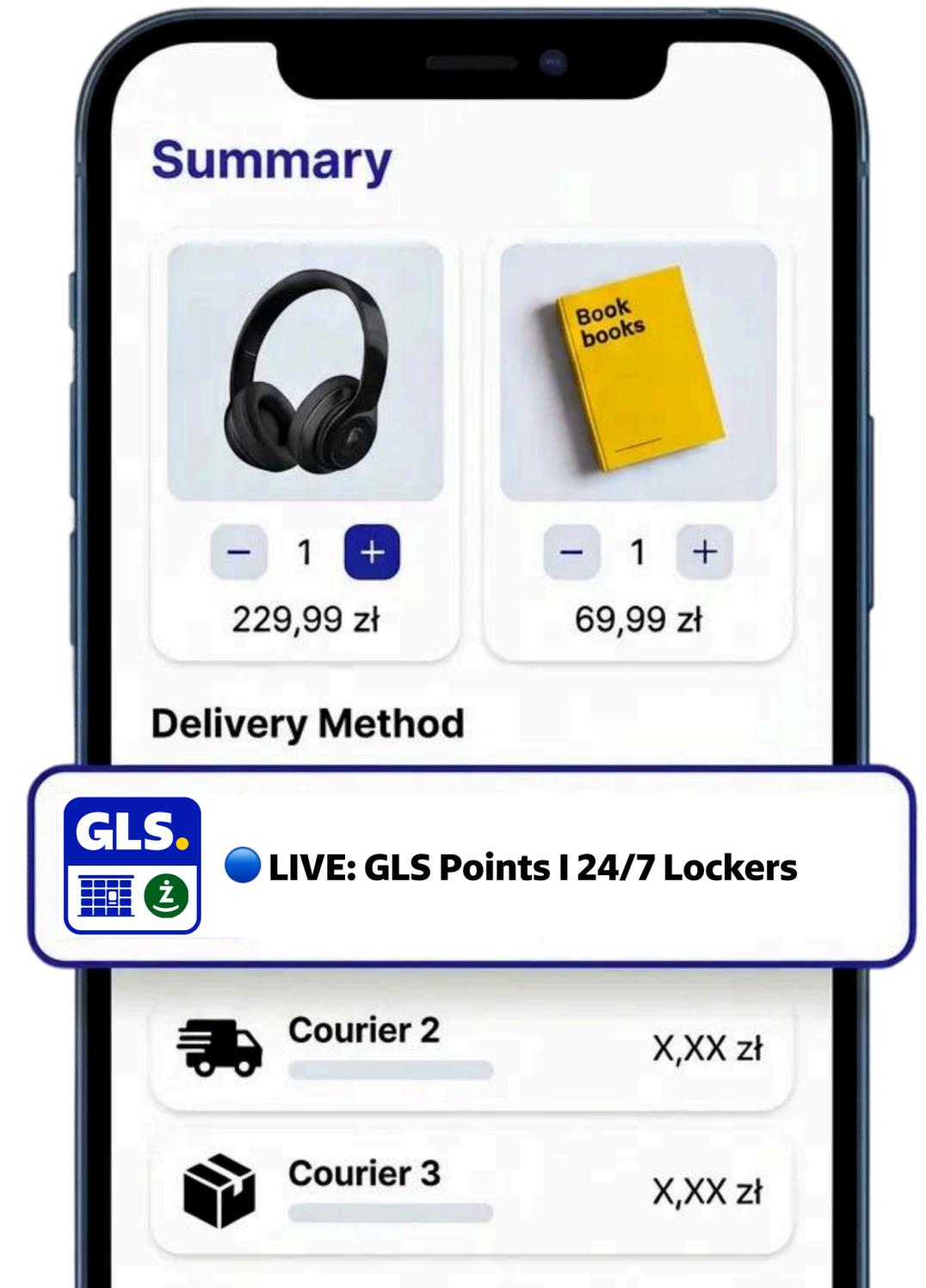
## Properly name the delivery method and time

Create a clear description of the service and emphasise the fast delivery time: **1 business day.**

6

## Ready? That's it!

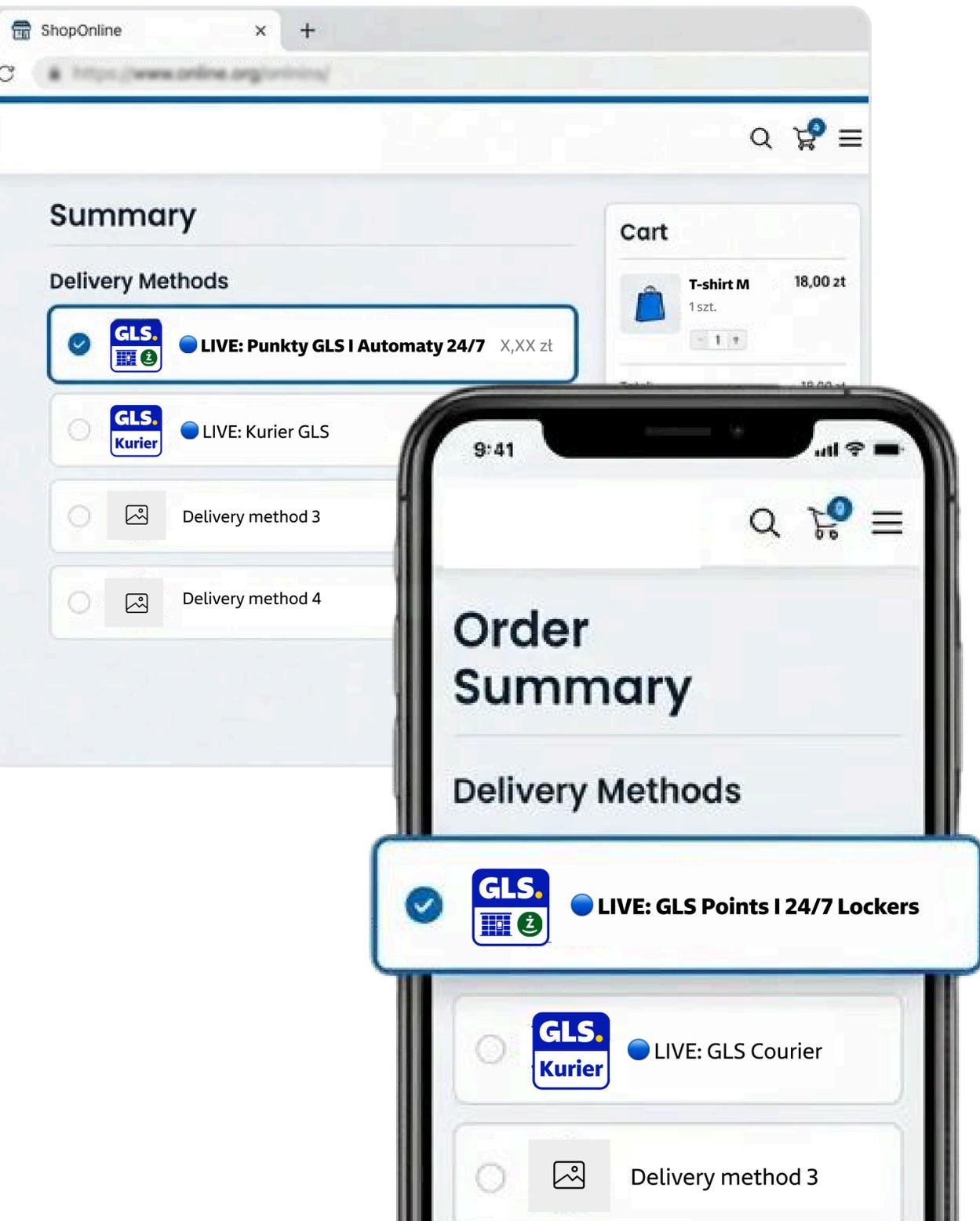
Contact your account manager to finally confirm the accuracy of the configuration.



# Simplify delivery options

With GLS services, your Customers gain choice. Our delivery methods offer the proximity, convenience, and time savings that recipients expect.

Set delivery to a parcel locker or GLS point among the **top three delivery options** to meet the GLS positioning standard.



LIVE Tracking

Delivery in 24h

## LIVE: GLS Courier

Courier delivery to the specified address

LIVE Tracking

Delivery in 24h

Remote opening

Returns

## LIVE: 24/7 Lockers

Delivery to Orlen Paczka Parcel Lockers

LIVE Tracking

Delivery in 24h

Returns

## LIVE: GLS Points

Delivery to GLS Points including (Żabka, Lidl, Shell and others)

LIVE Tracking

Delivery in 24h

Remote opening

Returns

## LIVE: GLS Points | 24/7 Lockers

Delivery to Orlen Paczka parcel lockers and GLS Points, including (Żabka, Lidl, Shell, and others)

# Implement the appropriate delivery method icon



## ● LIVE: GLS Courier

Track live (on the map)  
Delivery 24 hours from dispatch



## ● LIVE: 24/7 Lockers

Track live (on the map)  
Delivery 24 hours from dispatch



## ● LIVE: GLS Points

Track live (on the map)  
Delivery 24 hours from dispatch



## ● LIVE: GLS Points | 24/7 Lockers

Track live (on the map)  
Delivery 24 hours from dispatch

- Use the current graphic in the form of a rectangle or square
- Place the correct name of the delivery method next to the graphic.
- Use a clear, legible graphic featuring the GLS logo.
- Skip the graphic only if there are technical limitations of the store, and remember that its absence may confuse customers.
- You can find the current graphic materials on the [website](#)

## Example



### Correctly!

The delivery method graphic has been implemented correctly



### Incorrectly

Unnecessary modification and alteration of the proportions of the delivery icon

# Use correct service name and specify delivery time

We present proven content for use on your online store's website. Using the following names and descriptions of GLS services will ensure compliance with the positioning standard requirement. This will make it easier for Customers to choose their preferred delivery method and minimize the risk of cart abandonment.

Service name	 <b>LIVE: GLS Courier</b>	 <b>LIVE: 24/7 Lockers</b>	 <b>LIVE: GLS Points</b>	 <b>LIVE: GLS Points   24/7 Lockers</b>
 <b>Service description</b>	Track live (on the map)	Track live (on the map)	Track live (on the map)	Track live (on the map)
 <b>Delivery time</b>	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch	Delivery 24 hours from dispatch
 <b>Example</b>	  <b>LIVE: GLS Courier</b> Track live (on the map) Delivery 24 hours from dispatch	  <b>LIVE: 24/7 Lockers</b> Track live (on the map) Delivery 24 hours from dispatch	  <b>LIVE: GLS Points</b> Track live (on the map) Delivery 24 hours from dispatch	  <b>LIVE: GLS Points   24/7 Lockers</b> Track live (on the map) Delivery 24 hours from dispatch

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PRESTASHOP



WOO



And many more...

# Remember to regularly update your e-commerce plugin

Regular updating of the GLS plugin in your online store panel is crucial. It provides access to the latest features and fixes, ensuring reliable operation.

With the current version of your plugin, you provide Customers with:

- **Up-to-date service information** - customers always see the latest delivery options, prices, and conditions. This guarantees transparency and helps making purchasing decisions.
- **Current map with pick-up points** - easy search for the nearest GLS point. An up-to-date map increases Customer convenience and satisfaction with the purchasing process.
- **Smooth integration** - quick order processing without delays. This ensures efficient shipping and minimizes the risk of errors in the delivery process.

More information about integrations and how to update the plugin can be found on our dedicated page [e-commerce](#).

# Useful information

Below you will find key information about parcel sizes delivered as part of out-of-home deliveries and useful links that will help you effectively use our solutions.

Parcel sizes delivered to 24/7 Lockers and GLS points:

	<b>Max dimensions</b>	<b>Max weight</b>	<b>Longest side</b>	<b>Pick-up time</b>
<b>Shared parcel lockers network with Orlen Paczka</b>	60 x 41 x 38 cm	20 kg	60 cm	72 hours
<b>GLS branches and partner network</b>	Sum of the perimeter + the longest side <300 cm	31.5 kg	200 cm	7 days
<b>Popular retail brands</b> (Żabka, Lidl, ABC, Shell, Duży Ben i wiele innych)	80 x 60 x 60 cm	20 kg	80 cm	7 days



## Courier for Business

<https://gls-group.eu/PL/en/shipping/courier-for-business/>

## E-commerce integrations

<https://gls-group.eu/PL/en/ecommerce/>

## Graphic materials

<https://gls-group.eu/PL/en/about-gls/newsroom/>

## Have questions?

Contact your sales representative or write to the address [ecommerce@gls-poland.com](mailto:ecommerce@gls-poland.com)