



FOCUS ON CUSTOMER CENTRICITY: ETIHAD CARGO PARTNERS CARGO ONE

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Etihad Cargo has augmented its digitalisation strategy by signing a landmark distribution agreement with cargo.one, the multi-airline e-booking platform. Finalised on the side lines of Cargo Connect, an industry forum co-located with Dubai Airshow, the agreement confirms Etihad Cargo as the latest international carrier to partner with cargo.one. A key driver in its commitment to provide customers with a best-in-class booking experience, the cargo.one agreement empowers Etihad Cargo to offer an additional avenue for bookings on available cargo capacity to a wider pool of European customers.

Abdulla Mohamed Shadid, Etihad Aviation Group's Managing Director of Cargo and Logistics Services said: "Etihad Cargo's ambition to lead the industry into a new digital era has driven significant investment in our digitalisation programme across back of house and customer facing platforms in the last 12 months. This landmark partnership with cargo.one builds on the success we have achieved on our own online platform, etihadcargo.com, which now represents 38 per cent of our bookings.

"Our digital investment enabled us to rapidly build the required API connectivity to seamlessly link

to the cargo.one platform. Through cargo.one we will offer global capacity to users on new routings and to new destinations across our extensive worldwide network, and provide our own customers with additional booking choice.”

Serving more than 300 freight forwarding companies across Europe, cargo.one has been growing its customer base at a rate of more than twenty per cent month-on-month. In adding Etihad Cargo’s global network to the platform, cargo.one forwarders will have access from Europe to new markets across the Middle East, Indian Subcontinent, Asia, Africa, Australasia and US – including Sydney, Kuala Lumpur and Jakarta. Through the partnership cargo.one has heightened its attractiveness as the number one e-booking platform for freight forwarders, revealed Moritz Claussen, Managing Director of cargo.one.

“cargo.one is the number one choice for airlines to foster digitalisation and to put their customers first. Our fast-growing user base not only makes it attractive for airlines to join as a means of reaching new customers, but also helps them to serve their customers’ needs in the best possible way. With Etihad Cargo on board we strengthen our market position as the leading distribution channel for cargo airlines and further grow our offering for freight forwarders,” said Claussen.

Following a phased roll-out starting today, Etihad’s capacities will become available on the cargo.one platform in all major European markets.

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