

Media release

Zurich Airport, 10 March 2017

Swiss WorldCargo launches new website

New swissworldcargo.com puts user experience and its customers at the center.

Swiss WorldCargo has completely overhauled its website with the customer at the center of the redesign process. Several seminars around the world were held to better understand the needs of the customers and create an engaging user experience. With its responsive design the new website can be used over all devices, be it desktop, mobile or tablet. The new design of swissworldcargo.com is closely tied to the award winning website swiss.com of Swiss International Air Lines.

Apart from enhanced and renewed content that better reflects the business strategy of Swiss WorldCargo, a social media feed and an improved Track'n'Trace feature have been implemented. The website provides enhanced transparency and more actual information regarding the shipment status to Swiss WorldCargo's customers which results in an improved customer service. Further, a new Route Finder offers an enhanced timetable functionality with a wider display of routing options and pharma capability information for each routing.

Watch our demo video and get an overview of the new features and benefits for the user.

The new website went live on 1st March and will be continuously refined with additional features over the course of 2017.

Please visit the new website at swissworldcargo.com

Swiss WorldCargo is the airfreight division of Swiss International Air Lines (SWISS). Headquartered at Zurich Airport, Swiss WorldCargo offers a comprehensive range of logistics solutions for transporting high-value and care-intensive consignments to some 130 destinations in over 80 countries. The extensive Swiss WorldCargo network of airfreight services is further supplemented by daily truck connections between key business centers. As a reliable and innovative service provider within the Lufthansa Group, Swiss WorldCargo is consistently committed to delivering Swiss quality to its airfreight customers, and makes a substantial contribution to SWISS's overall profitability.

This media release can be found at swissworldcargo.com

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