



CONSUMER ELECTRONICS & WHITE GOODS

How LG found a reliable partner for high-quality, fast delivery and professional end customer services for large household appliances & home entertainment

To optimize the delivery process for goods from the web shop, LG Electronics was looking for a new logistics service provider for the German market that could fully meet all customer requirements.

The Benefits for LG Electronics

Customer Focused

 Attractive delivery options e.g. by “delivery day.”

On Top Services

 Assembly & installation for high customer satisfaction.

Scalable

 Supporting growth and peak performance with a resilient and scalable network.

Innovation Driven

 Joint initiatives and IT developments to improve LG's customer experience.

With a variety of customized services, a high-level shopping experience is ensured and the customers' need for speed and individualization is met. Besides delivery to room of choice, packaging removal, assembly and installation, DHL also offers the option of returning and disposing of old appliances. The optional “delivery day” service in LG's webstore meets the high demands on delivery times and simplifies the shopping experience right from the moment the order is placed.



“As one of the leading suppliers in the consumer electronics sector, we must guarantee fast delivery to provide our customers with the best possible shopping experience. This is where we benefit from working with our new partner DHL 2-Mann-Handling.”

Steve Shin, CEO LG Electronics Germany

