



... when things have to work properly!





## ➤ **GSL: Tailor-made service and logistics concepts**

Today's GSL Gesellschaft für Service und Logistik in Mitteldeutschland mbH and its CEO Andreas Krüger offer their customers the most varied customised service and logistics services.

At our facility in the Thuringian town of Apolda, we have capacity of more than 30,000 sq.m. in our own storage and logistics area. We advise, develop, optimise and realise tailor-made service and logistics solutions for our customers - from one-man-operations, or the classical medium-sized industry to big company groups. Outsourcing these services makes it possible for our customers to concentrate on their core business. Our services include:

- Fulfilment service
- Returns service and spare parts management
- Regional logistics
- Customer care call centre (EU languages)

Moreover, as a DIN ISO 9001 certified company, on the one hand, we stand for high quality in all areas, and on the other, provide support to our customers in the optimisation of their own quality processes.

## ➤ **Strong partners**

GSL Gesellschaft für Service und Logistik in Mitteldeutschland mbH is a 100% subsidiary of Krüger Internationale Spedition GmbH with its headquarters in the town of Göttingen. Therefore, as GSL, we can also arrange to provide our customers many more additional logistics services.

## ➤ Comprehensive consulting and process optimisation

Thanks to our many years in services and consultancy practice, we of GSL are familiar with the multi-layered challenges encountered in the service and logistics sector in large trading and production groups as well as in medium-scale and small-scale industries. Based on an analysis of your current cost structures in the areas of Fulfillment Service, Service Logistics and After-Sales Management, we develop tailor-made service concepts, by applying which you can firstly create satisfied customers and secondly, realise significant saving potentials. Our service and logistics solutions make, for example, the following possible:

- Procedure optimisations
- Product-oriented service strategies
- Variabilisation of the fixed costs
- Optimisation of the service logistics

## ➤ Latest daily status

Anyone wishing to identify errors or sources of errors and hence, the causes of losses at an early time, depends on the availability of the latest, comprehensive data. We of GSL can make such controlling possible for you. With an online system that is updated daily, we put comprehensive statistics at your disposal - transparently and promptly. With these statistics, you have an all-encompassing overview of the services carried out for you, of stocks, frequently occurring faulty products, type and quantity of the supplies and/or complaints etc. This provides you with the best support possible in the management and planning of your core business. Furthermore, we also provide you with monthly or quarterly - and of course, customised additional - documentation and analyses.





## FULFILMENT SERVICE

### ➤ Comprehensive goods and dispatches handling

Our fulfilment services, which comprise the complete stores and order management, can afford you many advantages both in B2C as well as in B2B. You will benefit from the most favourable conditions from bundling effects and minimise your inventory and personnel costs, and plus you will free yourself of time-intensive logistics activities. Instead, you can devote yourself fully and entirely, for example, to your procurement, marketing and sales activities. Our fulfilment service comprises:



### ➤ Goods receiving and inward inspection

We receive the goods directly from your suppliers, or take care of the import or transport of the goods ourselves. In addition, we check, record and store the goods and inform you about your latest stock in hand.

### ➤ Individualised consignment

When a sales order is complete – your shop can forward orders directly through an interface to our merchandise planning and control system – we will make a consignment of the goods and inform your customers about the dispatch via email.

### ➤ Packing, unpacking, repacking and enclosing

If so desired, we can add enclosures, operating manuals, information sheets or promotional items to the shipments.

### ➤ Mass dispatch of products and product samples

We manage the complete dispatch and inform you every day, transparently, about deliveries, stocks and dispatch status.

**RENNEBERG  
+ PARTNER**



**... IM SCHNITTPUNKT  
VON WIRTSCHAFTSPRÜFUNG,  
STEUER- UND RECHTSBERATUNG**

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## RETURNS SERVICE AND SPARE PARTS MANAGEMENT

### ➤ Professional returns management reduces depreciation costs

Every dealer is familiar with the problem. A high proportion of returns, rejections and complaints stresses the operating profit and creates additional processing effort. With our returns service, which can be ordered separately, we relieve you of this tedious work, and in addition, offer a professional refurbishment service, thus creating an optional supplement to our fulfilment service. We of GSL take over the complete processing of returns from your end customers and dealers. There is an online tracking system to view all the data regarding service cases and stocks, updated daily, and to export this data as an CSV file for further internal analyses. In addition, you can get customised comprehensive reports from us. Our services include:

- Europe-wide pickup of products by package or pallet
- Replacement and credit note service
- Customised product tests
- Refurbishment and repairs
- Cleaning of products
- Technically correct disposal
- Spare parts dispatch

### ➤ Competent refurbishment

We prepare your products professionally. With electronic products, in particular, we can also carry out repairs or execute the dispatch of spare parts for you.



**Sie können Transport...  
Wir können Versicherung!**

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**...MIT UNS BEWEGT  
SICH WAS!**



## REGIONAL LOGISTICS

### ➤ Timely availability of the goods

The availability of goods is a decisive competitive advantage. With our tailor-made logistics solutions, we from GSL ensure that your products always reach your customers reliably at the agreed time. The staging post for these services is our own stores and logistics area of more than 30,000 square metres in Thuringia. The extended logistics solutions that we provide from our Apolda location for regional companies from Thuringia and Central Germany include, for example:

- External warehouse
- Parts store
- Customised order picking
- Just-in-time supply
- Shuttle service and factory traffic
- Kanban service
- and lots more

### ➤ More logistics required?

If you are looking for more advanced logistics solutions, too, we can help you further through our parent company, Krüger Internationale Spedition GmbH, with its headquarters in Göttingen. With daily line and system traffic, all of Europe is reliably and punctually connected. Moreover, with our cooperation partners, there is a world-wide network for airfreight and sea freight in 63 countries.

## CUSTOMER CARE CALL CENTRE

### ➤ Competent contact persons for your customers

With our customer care call centre, we can offer your customers excellent tailor-made services. Our employees act on your behalf as a competent inbound hotline and helpline for questions regarding the processing status of complaints or product-specific consulting, or as an order hotline, or support your sales with customised outbound campaigns in combination with, for example, mailing campaigns or flyer distribution.

Our customer care call centre is able to support your customers even all over the EU, since we realise our services in all EU languages. We offer a high and fast reachability, professional and friendly attitude and a high competence in problem-solving. With our customer-oriented consultancy, we set a course in the battle for customer loyalty through which your company will stand out above its competitors. After all, in the long term, Customer Relationship Management (CRM) is of extreme importance in the context of success-oriented actions - even beyond the sales process.

*You can invoke status reports about all the services which the customer care call centre provides you just in time via an online service, round-the-clock.*



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The image shows the exterior of the Autohaus Langner dealership. The building has a white facade with a red and white sign that reads "TOYOTA" and "Autohaus Langner". A silver Toyota car is parked in front of the dealership. The sky is clear and blue.

## ➤ **GSL solutions afford many advantages**

**Maximum freedom:** We make it possible for you to concentrate fully and entirely on your core business, while we, with our decades of experience and our know-how, carry out your service and logistics tasks professionally.

**High flexibility:** We develop solutions matched to your processes and relieve you of individual inquiries, work and additional services.

**High transparency:** We make all the data regarding order status, stock and call centre activities available online and updated on a daily basis.

**High quality:** We offer a DIN ISO 9001 certified, high quality of all our services.



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