

Press Release

SCHIPHOL, 23 DECEMBER 2024

Air France KLM Martinair Cargo achieves record online sales and accelerates commercial transformation

Air France KLM Martinair Cargo (AFKLMP) has reached a significant milestone in its commercial transformation, culminating in a record 85% of all bookings made online last month. This achievement underscores the success of its **myCargo** digital platform, which was developed in-house and has evolved over the past eight years from being a simple quote-and-book tool into a comprehensive online service hub.

The myCargo platform is central to AFKLMP's channel strategy, designed to meet customers' increasing demands for seamless business interactions – anytime & anywhere. Developed with direct input from customers and leveraging the expertise of AFKLMP's cargo professionals, myCargo has become an industry-leading booking and service platform. The recent surge in online bookings reflects growing customer confidence and satisfaction.

In addition to enhancing digital booking capabilities, AFKLMP has invested in dynamic pricing, utilising data and artificial intelligence to offer optimal pricing in real-time. This commitment to innovation extends to the development of a new global Customer Relationship Management (CRM) platform in partnership with Salesforce. The CRM system, currently being rolled out across more than 65 offices worldwide, aims to set a new benchmark for service levels in the cargo industry by mid-2025.

Complementing its digital advancements, AFKLMP introduced its new PLUS service level, providing customers with higher commercial priority and expanding its product portfolio to better meet diverse customer needs.

AFKLMP also focused on network expansion, with increased services to Asia in support of the booming e-commerce market there, while maintaining main deck capacity in South America, the United States and Africa. These strategic developments generated increased customer appreciation and reinforced AFKLMP's position as a leading European carrier throughout 2024.

Looking ahead to 2025, AFKLMP is poised to further its commercial transformation, aiming to deliver unique, next-level service propositions that adapt to the evolving demands of its customers. **GertJan Roelands, Senior Vice President Commercial at Air France KLM Martinair Cargo**, stated, *"We have high hopes for 2025, when we will continue to take bold steps in our commercial transformation by offering unique, next-level service propositions to meet the increasing demands and needs of our customers."*

About Air France KLM Martinair Cargo

Air France KLM Martinair Cargo serves as the Air France-KLM Group's dedicated air cargo business and a leading global provider of air cargo services, offering a wide range of reliable and innovative cargo solutions.

With an extensive network spanning over 210 destinations worldwide, Air France KLM Martinair Cargo leverages the combined fleet (passenger and freighter) and expertise of Air France, KLM Royal Dutch Airlines, and Martinair to deliver seamless airfreight services. Its commitment to excellence is reflected in state-of-the-art facilities, dedicated cargo aircraft, and industry-leading technologies.

Air France KLM Martinair Cargo prioritises safety, efficiency, and sustainability in all operations, ensuring that its customers' cargo reaches its destination on time and in perfect condition. Whether handling general cargo transport or specialised shipments such as perishables, pharmaceuticals, or high-value goods, Air France KLM Martinair Cargo provides bespoke solutions tailored to specific requirements. Backed by an experienced team of professionals dedicated to delivering exceptional customer service and support, Air France KLM Martinair Cargo is established as a trusted leader in air cargo logistics.

Air France Cargo and KLM Cargo are members of SkyTeam Cargo (www.skyteamcargo.com).

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