



*Digital and BU Channel are adding to the Freight Ferry Alerts App, and we will soon be offering this tool for both Dover and Newhaven – Dieppe routes. Pictured is Seven Sisters departing Newhaven.*

DFDS is well known for going the extra mile, nautical and otherwise, for its customers. In general operations that takes many forms. One service we are very happy to offer is live service updates for our customers and their drivers with the Freight Ferry Alerts App, which will soon be supported for both the Dover and Newhaven – Dieppe routes.

From 13 May the app will become available for the Newhaven – Dieppe route as part of the ongoing development. Hasan Ünal, Product Owner in Digital, says: “Digital and all business units are working closer on app projects, with good results. For instance, a previous project added [QR code-compatible check-in gates for freight drivers in terminals](#). Our long-term strategy is to create a DFDS app universe where we ensure a smooth, coherent and satisfying journey when engaging with DFDS services. We have established a product team in Digital with exciting projects on the way.”

Cheryl Hawes, Freight Customer Service Manager, Freight Sales, UK & EC, says: “This is

great news that following the idea from our Dover route we will now be launching this for our customers on the Newhaven - Dieppe route. BU Channel have been working with Digital and external developers to expand on the success of this app that gives much needed information about real-time traffic situations, along with safety messages and marketing of USPs to our customers and their drivers, without hassle, confusion or delays in information. A special thanks go to Stephanie Hure and Stephanie Goux for supporting the swift implementation. This has been an excellent example of working together and where sharing best practice benefits our freight customers.”

Sean Potter, Ferry Divisional Head, Digital & Systems, adds: “We are always looking for ways to ease and improve the constant and necessary cooperation with our customers. One significant area we are focusing on is how, with a straightforward app, we can communicate very efficiently to ensure that our customers’ daily operations go smoothly on our vessels. I look forward to this type of customer communication being established in the near future across the rest of the Ferry Division network as part of our ongoing strategy with the Digital team towards development opportunities.”

Another welcome addition is Turkish language support on the app. You can read about the digitisation benefits of this app from [an earlier article](#).

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