

Smart or Premium? HES Reinvents Delivery

Löhne, May 7: Hermes Einrichtung Service (HES), Germany's leading specialist for two-person handling, is restructuring its delivery portfolio for large electrical appliances and TVs. With the clearly defined Smart and Premium services, retailers now have access to two even more customizable delivery solutions. The new structure focuses on a transparent, easy-to-understand, modular service model with numerous flexible add-on options — all consistently aligned with the needs of shippers and end customers. For the first time in the market, end customers can now independently book additional services after placing their order.

Two Service Levels – One Simple Choice

With Smart and Premium, HES offers two coordinated delivery options tailored to the varying requirements of retailers and their customers. Both services are specifically designed for the shipment of large household appliances and TVs and ensure consistently high quality — from the first mile to final delivery. Retailers also benefit from a clear pricing structure: three product classes — M, L, and XL — make cost calculation as simple and transparent as possible.

Smart – Delivery to the Door: Trusted Quality at the Best Price

The Smart option guarantees professional two-person delivery to the customer's door — that is, behind the first lockable entrance — offering a customer-friendly and attractively priced alternative to traditional curbside delivery. Customers receive their delivery within one of three scheduled time windows and can flexibly book additional services via myhes.de, such as delivery to the room of choice or installation. The first delivery attempt is free of charge.

Key Benefits of Smart:

- Scheduled delivery with three selectable time windows
- Transparent real-time shipment tracking
- Flexible add-on services such as delivery to the room of choice, installation, or removal of old appliances
- High planning reliability through precise notifications and live tracking
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Smart combines cost efficiency with a modern, service-oriented delivery experience.

Premium – Delivery to the Room of Choice: Service at the Highest Level

The Premium service continues to target retailers who want to offer their customers an especially convenient and comprehensive delivery experience — now at a reduced price. The ordered item is delivered directly to the desired location within the home. Premium also includes short transit times and up to three delivery attempts. End customers can additionally book special services such as TV wall mounting, installation of large household appliances, or removal of old devices.

Flexible Add-On Services – Bookable During and After Checkout

A key feature of the new portfolio is maximum flexibility in booking additional services. Retailers can integrate these options directly into the checkout process. Beyond that, end customers can independently enhance and customize their delivery experience via the myhes.de customer portal — a capability not yet available elsewhere in the market.

HES ensures a seamless information experience across both Smart and Premium. Delivery notifications are sent via voice bot, SMS, RCS, and email; on the delivery day, live tracking provides an accurate arrival forecast. Around one hour before delivery, customers receive a call from the delivery team. The Hermine chatbot and the HES customer service team are also available for inquiries.

“With Smart and Premium, we’re delivering exactly what retailers and their customers need today: clear service commitments, full transparency, and the freedom to tailor the experience. We don’t just deliver appliances — we deliver excitement,” says Carsten Meinders, Managing Director of Hermes Einrichtung Service.

Sustainability and Quality as Core Components

The new service offering also reflects HES’s commitment to environmental responsibility: optimized route planning, fuel-efficient driving training, and the ongoing electrification of the vehicle fleet help reduce emissions. Sites are built according to the DGNB Gold Standard. High notification rates further reduce failed delivery attempts, actively contributing to CO₂ savings. HES’s quality initiative is measurable: retail partners receive the monthly HES Quality and Performance Report (HES-QLR), featuring customizable KPIs on volumes, transit times, and delivery accuracy.

About Hermes Einrichtung Service GmbH & Co. KG

Hermes Einrichtung Service GmbH & Co. KG (HES) is Germany’s market leader in two-person handling and specializes in the delivery of heavy, bulky, and sensitive goods such as furniture, large electrical appliances, TVs, e-bikes, and sports equipment. With more than 50 years of market experience and around 8,000 employees, HES delivers over five million shipments annually to private households across Germany and Europe. The company offers modular logistics solutions including services such as assembly, installation, and removal of old appliances. As part of the globally active Otto Group, HES stands for top-tier service quality, customer satisfaction, and sustainable logistics solutions. More information: <https://www.hes.de/en/>

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