

Eurotunnel launches FIRST: The New Premium Offering for Freight Customers

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Eurotunnel is launching FIRST, a new service which aims to better meet the needs of freight customers who are looking for additional time savings and dedicated support on their channel crossings.

FIRST is a subscription-based offering which includes a range of innovative services, including priority access to check-in lanes, boarding lanes and to the Douane/SIVEP customs, plant and animal control centres. Digitisation of the customer journey also allows automatic recognition of truck number plates, guaranteeing a smooth and simplified journey.

The service has been tested over several months and the customer satisfaction rate for users exceed 95 per cent. This new offer will reinforce the attractiveness of Le Shuttle Freight and generate additional demand.

In the long term, subscriptions to FIRST could represent up to 10 per cent of the volume of freight traffic.

Deborah Merrens, Eurotunnel Chief Commercial Officer, said: "This new commercial proposition is an answer to the increasing demand for speed and fluidity from our customers and strengthens Eurotunnel Le

Shuttle Freight's leadership in the cross-Channel market. The success of the test phase already demonstrates the relevance of this new service."

Photo credit: Eurotunnel