**1. HEADLINE**

**KAUST UNWRAPS NEW CAMPUS DELIVERY APPLICATION - TAWSIL**

Campus launches one stop app with package storage and couriers to streamline delivery..

**2. DATELINE + OVERVIEW**

**(Thuwal, Saudi Arabia – May 2020.)** Officials from King Abdullah University of Science and Technology launch today a comprehensive package delivery service called TAWSIL, which means *delivery* in Arabic. The new service includes a one-stop web portal - TAWSIL.SA, smart connected storage on campus for packages and all-in-one courier service for everything from online orders to restaurant meals, pharmacy prescriptions and groceries.

The tool is expected to make deliveries on and to the KAUST campus faster, easier and more dependable for students, faculty, residents and guests.

**3. LEADERSHIP QUOTE**

“KAUST aspires to be a destination for scientific and technological education and research,” said Phil Smith, Head of Logistics for KAUST. “The less time our 7,000 member community thinks about packages the more time they can focus on solving the world’s most important challenges. We believe this solution will improve the quality of life and happiness of the people who live and work at KAUST.”

**4. OPPORTUNITY + PROBLEM**

Before TAWSIL, the KAUST community was often frustrated when ordering goods and services. Tracking down packages, orchestrating delivery, navigating multiple applications and finding someone to make deliveries were constant challenges. KAUST residents informally passed along tips for successfully getting packages delivered as they learned from experience. Worrying over delivery became a distraction from the community’s academic priorities.

**5. CUSTOMER QUOTE**

“Ordering items for delivery to KAUST has been a stressful experience,” said Mohamed Smith, a PhD student. “I never know when a parcel will arrive. All that changes with TAWSIL. Now I’ll track packages and see not just when they arrive, but have them delivered exactly where I want them. The ‘find me here’ function will be great for me when I am stuck in the lab and really want something. Or I can send it to a pick up location if it’s something big and I don’t want to haul it around.”

**6. CUSTOMER EXPERIENCE + HOW IT WORKS**

The TAWSIL application provides a one stop portal, fully integrated with ARAMEX, UPS and restaurant sites like Hungry Campus to streamline ordering and delivery of goods with features that allow for flexible delivery locations, order locating and use of 3rd party proxies. TAWSIL also works with the new connected delivery storage located on campus, allowing users to open lockers with a mobile phone. The smart storage provides a 24-7 accessible location for the delivery and retrieval of packages of all sizes, as well as the confirmation of delivery. Users can also remotely open the storage for KAUST Couriers, the all-in one delivery team that is able pick-tup from all businesses and locations on campus.

**7. CALL TO ACTION**

To learn more about the TAWSIL app and how you can use TAWSIL to improve your city’s package delivery efforts go to [www.tawsil.sa](http://www.tawsil.sa).

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