

**ACHIEVING
NEXT-LEVEL
CUSTOMER EXPERIENCE**
DIGI X CUSTOMER EXPERIENCE
#DIGIFRIDAYS



#DIGIFRIDAYS



DIGI x ESG

June 2nd

@15.00 CEST



DIGI x E-commerce

June 16th

@15.00 CEST



DIGI x Automation

June 9th

@15.00 CEST



DIGI x CX

June 23rd

@15.00 CEST





DIGI x CX
#DIGIFRIDAYS

Digi x CX
Achieving next-level customer experience

Katja Busch
CCO DHL & Head of CSI (Customer Solutions & Innovations)

MeinService: Customer Service on one platform

Jonathan Zaiss
Head of CRM Solutions
Post & Parcel Germany

Smart ETA on myDHLi

Christine Behling
Senior Product Manager Digital Customer Interaction
DHL Global Forwarding, Freight

Insanely Customer Centric Culture+ @DHL Express

Christoph Sprenger
SVP Staff, Programs & Strategic Projects
DHL Express

Deutsche Post DHL Group



ACHIEVING NEXT-LEVEL CUSTOMER EXPERIENCE

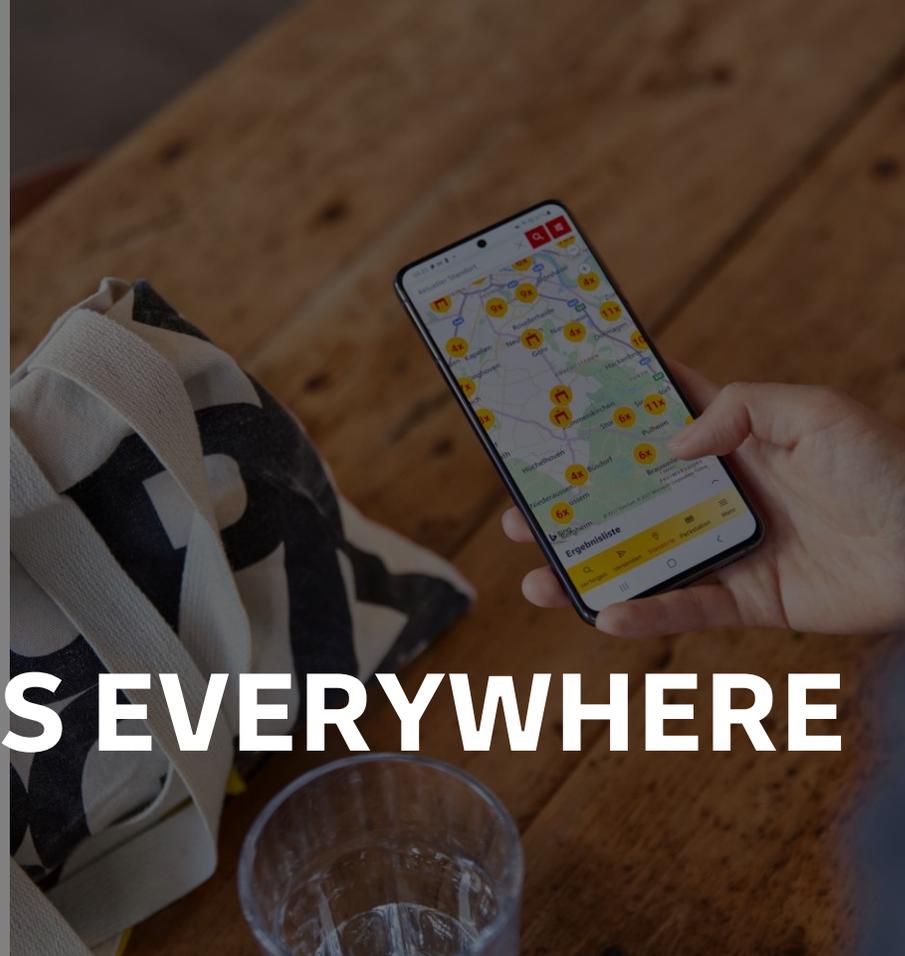
DIGI X CUSTOMER EXPERIENCE

KATJA BUSCH

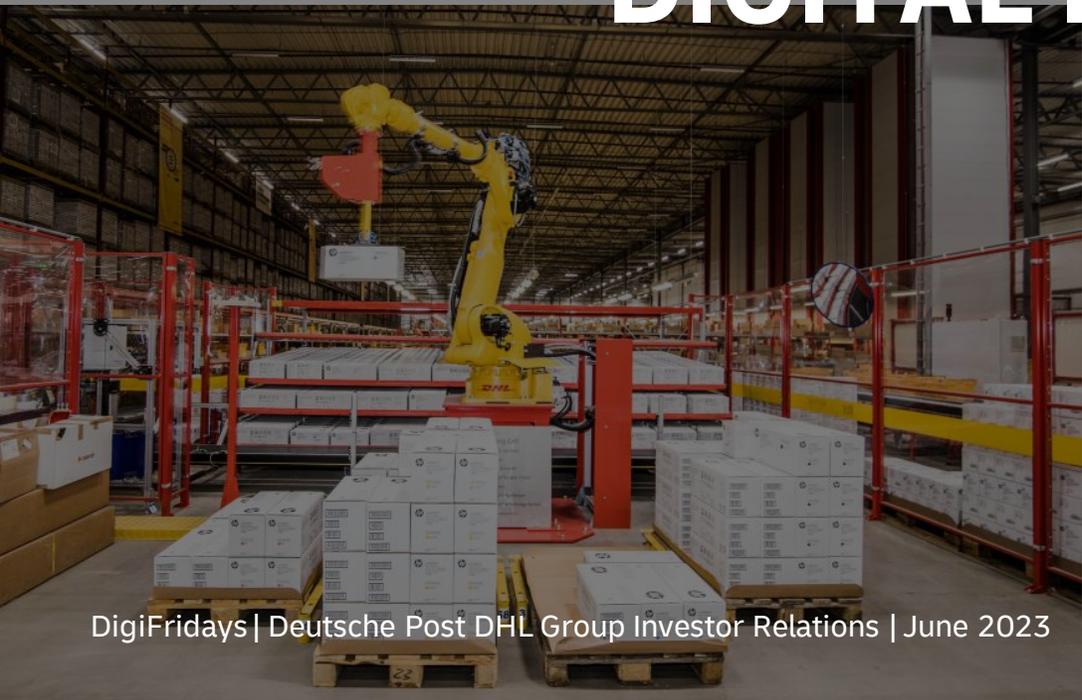
CHIEF COMMERCIAL OFFICER DHL & HEAD OF
CUSTOMER SOLUTIONS AND INNOVATION (CSI)

JUNE 2023 – DEUTSCHE POST DHL GROUP INVESTOR RELATIONS





DIGITAL IS EVERYWHERE



CSI value proposition – aiming to be the growth and innovation engine for the group



~20%
of DPDHL revenue¹⁾

~21%
CSI CAGR 2019-2022²⁾

4
Innovation Centers

One example of our value proposition coming to live was our cross-divisional COVID vaccines logistics program

2+BN

DOSES SHIPPED

175 countries served



1.7BN

GROSS REACH

Industry leadership established



AS ONE

DHL

All of our assets, coverage, and capabilities for one common goal



Cold warehousing



Medical Express



Dry ice handling

... and much more

Providing #OneDHL to the market drives value as many customers require multiple logistics services

Percentage of customers buying from 2+ divisions

~98%

Tier 1

~73%

Tier 2

Share of total revenue represented by customer group

~20%

of DPDHL
Group revenue

~46%

of DPDHL
Group revenue

Continue to enhance
through

Online

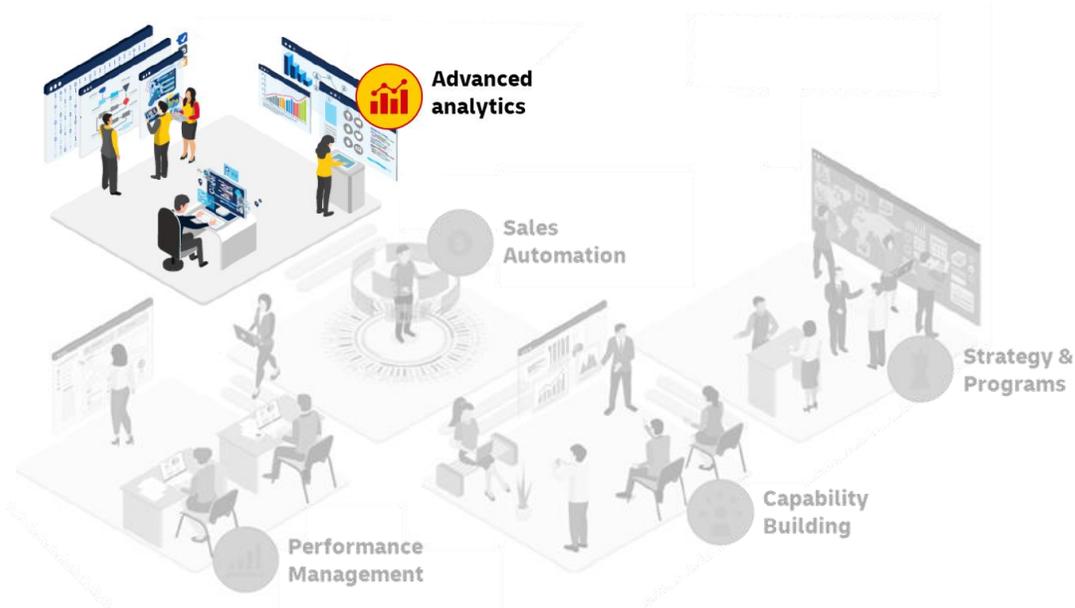
Sustainability

Data & AI

Customer at the center of commercial activity enabled through centralized commercial hub



Advanced analytics and sales automation are two examples of how we leverage our database with the centralized commercial hub



Examples

Focus Facilities Dashboard

Leverage data and analytics to identify opportunities and optimize go-to-market

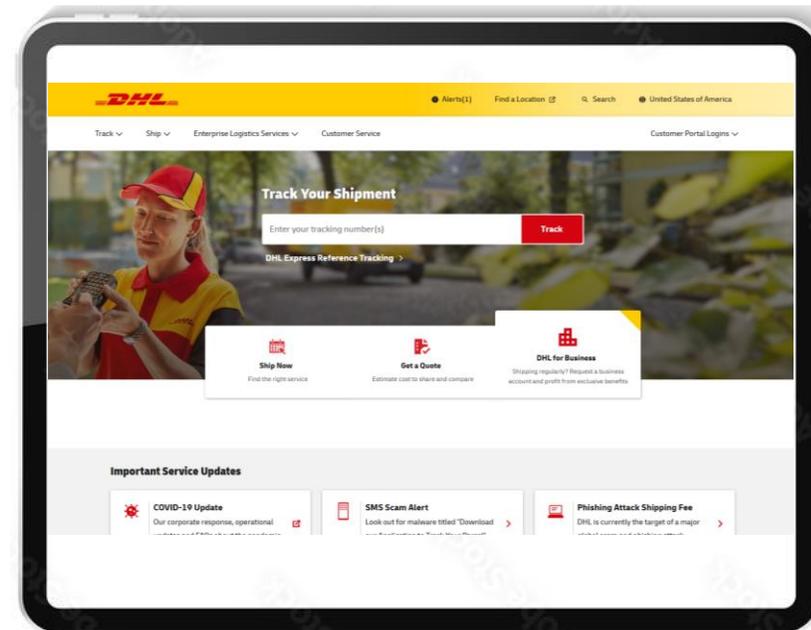
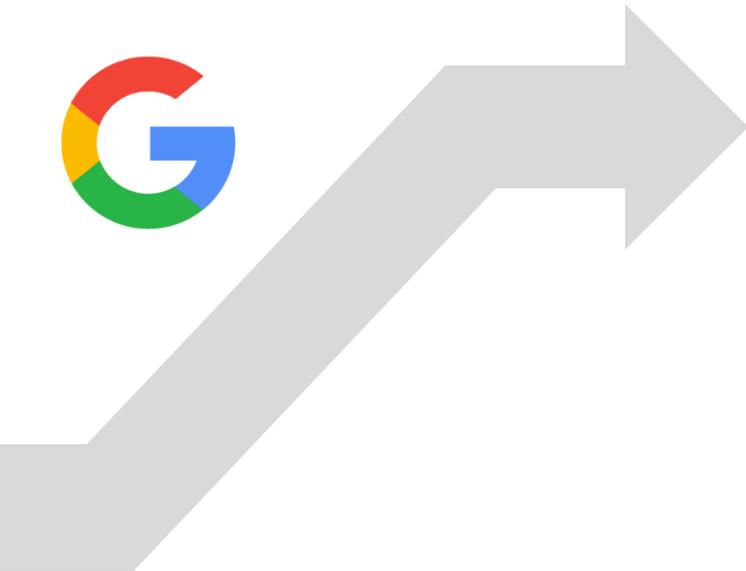
Sales Automation Platform

Automation of sales processes to reduce time-intensive, manual retrieval of insights

DHL.com group website serves as primary gateway to DHL with 10x growth over 4 years

10x

1,000,000,000 visits / year



DHL.com

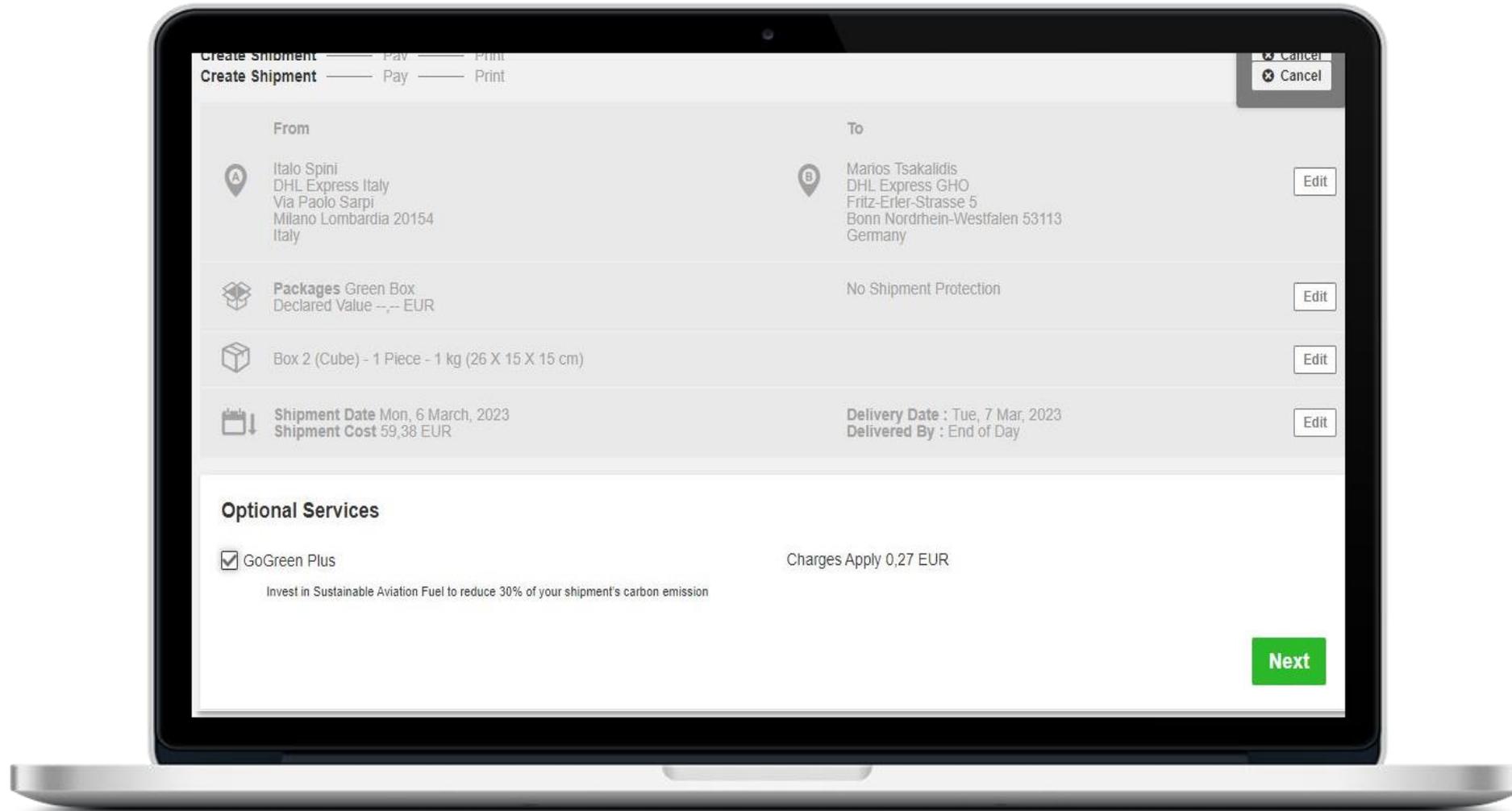


An envelope from MX to Singapore or a container from Germany



1 click to a human being
Every corner covered by AI

Sustainability is the transformational task of our time – achieving commercial scale through seamless customer experience



ACHIEVING NEXT-LEVEL CUSTOMER EXPERIENCE ACROSS THE GROUP

**MeinService @P&P Germany:
Customer Service on 1 platform**
Jonathan Zaiss

**Smart ETA on myDHLi
@DHL Global Forwarding**
Christine Behling

**Insanely Customer Centric
Culture+ @DHL Express**
Christoph Sprenger

CUSTOMER SERVICE ON ONE PLATFORM

MEINSERVICE

@POST & PARCEL GERMANY

JONATHAN ZAISS

HEAD OF CRM SOLUTIONS
POST & PARCEL GERMANY

JUNE 2023 – DEUTSCHE POST DHL GROUP INVESTOR RELATIONS

Deutsche Post DHL
Group

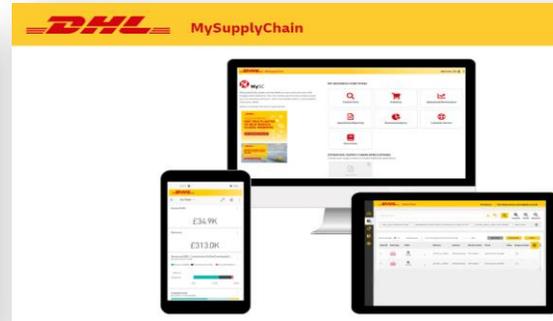


DIGI x CX
#DIGIFRIDAYS

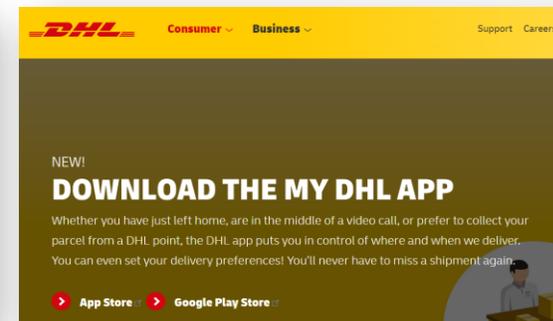
Digital touchpoints across the group to enhance customer experience



myDHL+
DHL Express



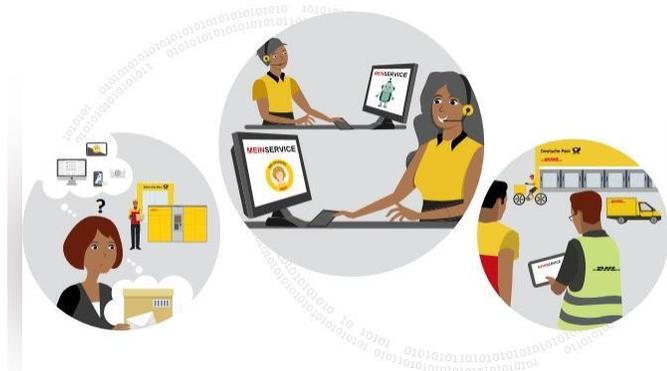
mySupplyChain
DHL Supply Chain



myDHL Parcel
DHL eCommerce Solutions



myDHLi
DHL Global Forwarding, Freight



MeinService
P&P Germany

“Parcel Germany“ delivery does not cost much, but the parcel’s content might be of unlimited emotional value for our customers

Delivery at affordable fees



X

High emotional value

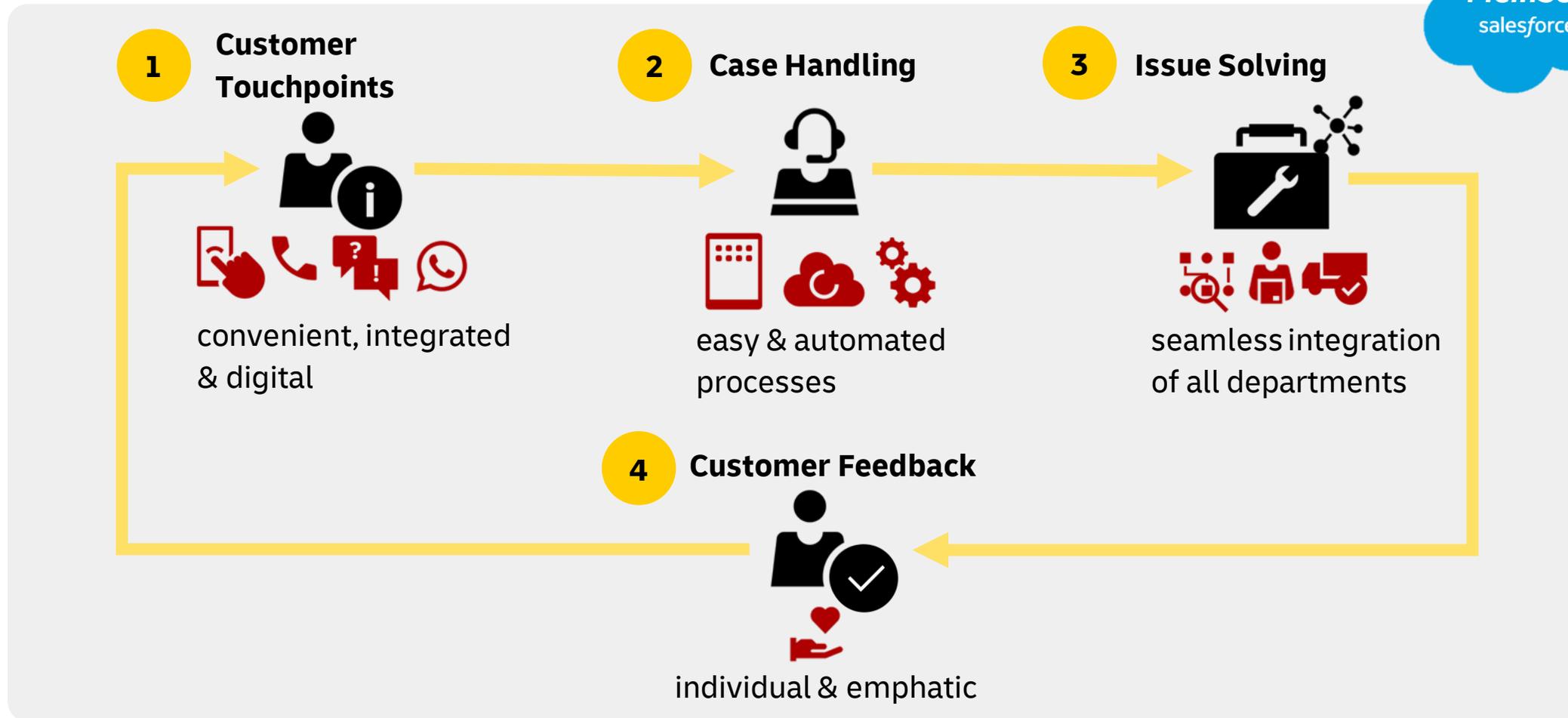


Top of industry digital customer service



Our Solution: Highly automated processes with digital loop from customer touchpoint to customer feedback

MeinService is end-to-end digitally integrated



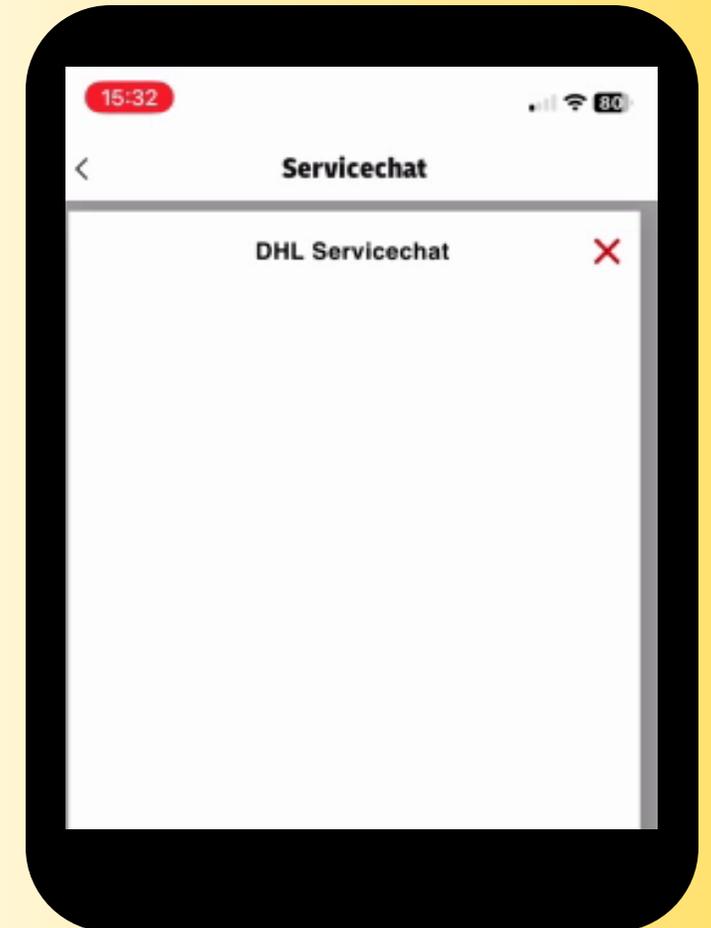
MeinService is end-to-end digitally integrated

1- Customer touchpoints

1 Customer Touchpoints



- ✓ **all contact channels** integrated into platform to enable automation
- ✓ Using **AI for instant problem solving**
- ✓ e.g. with one of the most powerful service **chatbots** in EU



MeinService is end-to-end digitally integrated

2 - Easy & highly automated case handling

2 Case Handling



- ✓ **Structured data** from customer touchpoints
- ✓ Combining with all available business data (e.g. parcel tracking data, contract details) to **automate & facilitate case handling**

✓ Erfassen

- ✓ Kunde Bearbeiten

- ✓ Sachverhalt Bearbeiten

- ✓ Kategorisierung Bearbeiten

- ✓ Sendung Bearbeiten

- ✓ International Daten Bearbeiten

- ✓ Sendungsinhalte Bearbeiten

- ✓ International Daten Bearbeiten

Abschließen

○ Bearbeiten

- Arbeitsauftrag Bearbeiten

- Kontierung Bearbeiten

- Partner Organisation Bearbeiten

- Auslandsverrechnung Bearbeiten

Abschließen

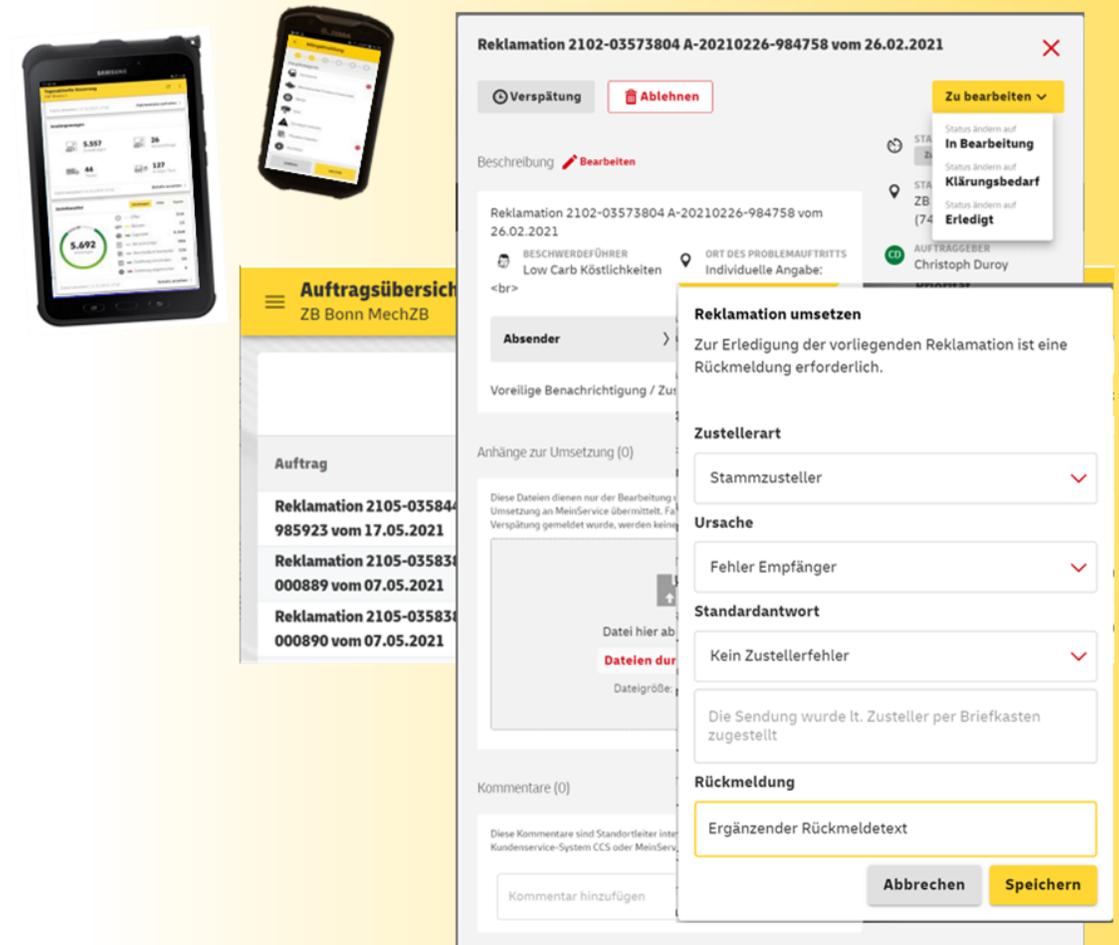
MeinService is end-to-end digitally integrated

3 - Seamless integrated feedback loop for issue solving

3 Issue Solving



- ✓ **Seamless digital feedback loop** up to the delivery person, sales & other departments to solve customer issue & prevent repeating occurrence
- ✓ **Dynamic adjustment of delivery instructions** based on customer service data
- ✓ **Data Mining** to improve operation processes



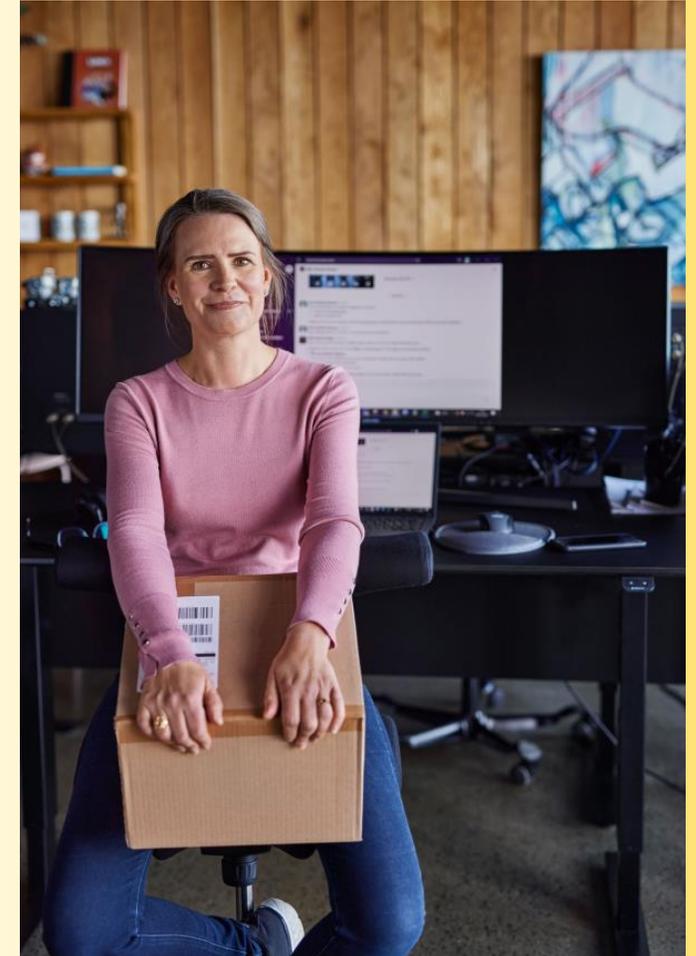
MeinService is end-to-end digitally integrated

4 - Individual & emphatic communication

4 Customer Feedback



- ✓ Easy & **highly automated processes** allow our service staff to focus on customer experience
- ✓ Available data is used to ensure correct, **appropriate and individualized case closing communication**



Status & Outlook

We have already achieved a lot... and we want to go even further



Setting the basis

- **Migrated all parcel services & customer touchpoints** to MeinService as standardized common platform
- **Apps and interfaces** to connect with all relevant parties

Increase value for everyone

- Leveraging digital processes to **increase customer satisfaction to all time high**
- Named **best of industry customer service** while **unlocking substantial savings & quality improvements** across the division

Shaping a new customer service

- **Expanding MeinService to Post services** to use synergies of a joint platform
- **Continue use of data analytics** to fight complaint reasons
- Radically leverage efficiency **using generative AI & automation**

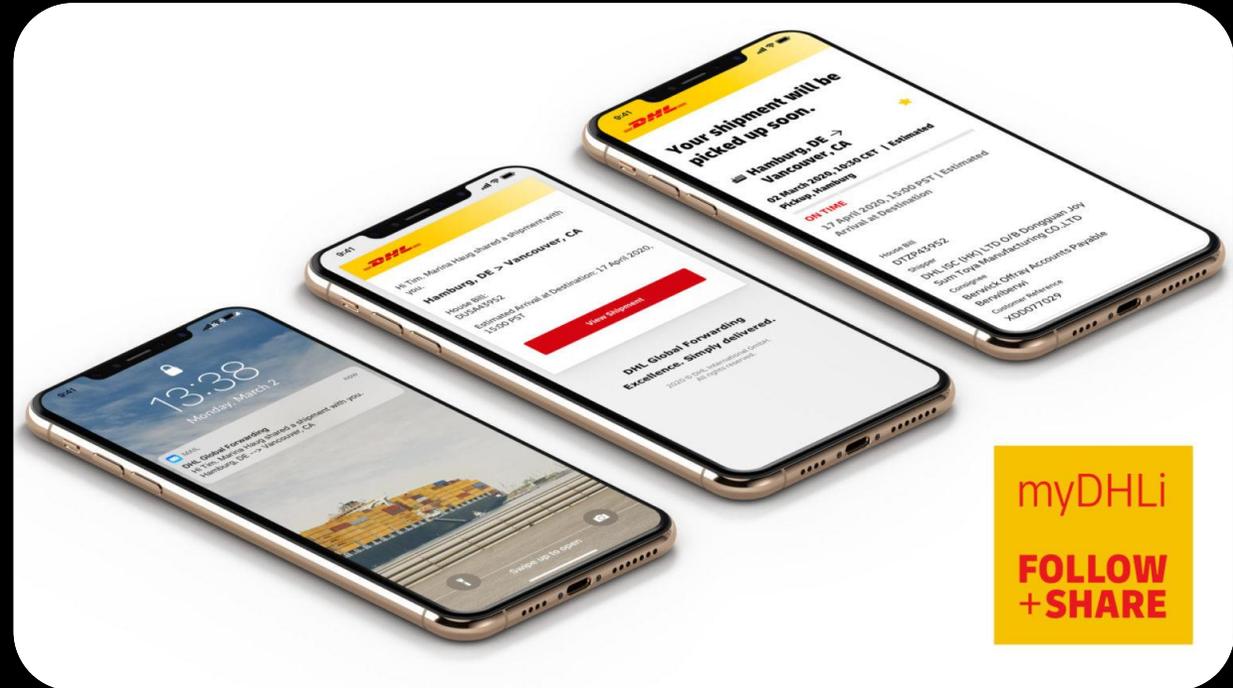
MYDHLI BECOMES SMARTER

DATA-ANALYTICS BASED ETA FORECASTING FEATURE ON MYDHLI

CHRISTINE BEHLING

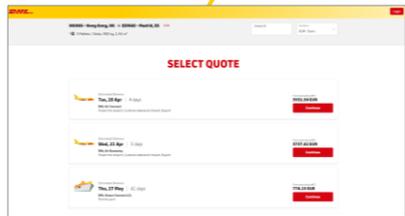
SENIOR PRODUCT MANAGER DIGITAL
CUSTOMER INTERACTION

DHL GLOBAL FORWARDING, FREIGHT

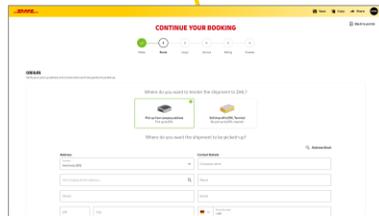


myDHLi is DHL Global Forwarding's digital customer portal: A ONE-STOP SOLUTION TO EXCELLENCE IN DIGITAL TRANSPORT LOGISTICS

myDHLi
FOLLOW + SHARE



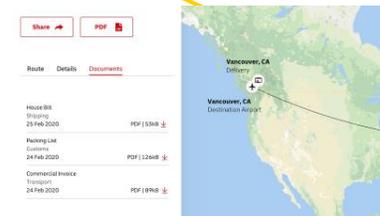
QUOTE



BOOK



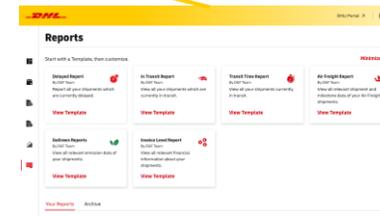
TRACK



DOCUMENTS



ANALYTICS



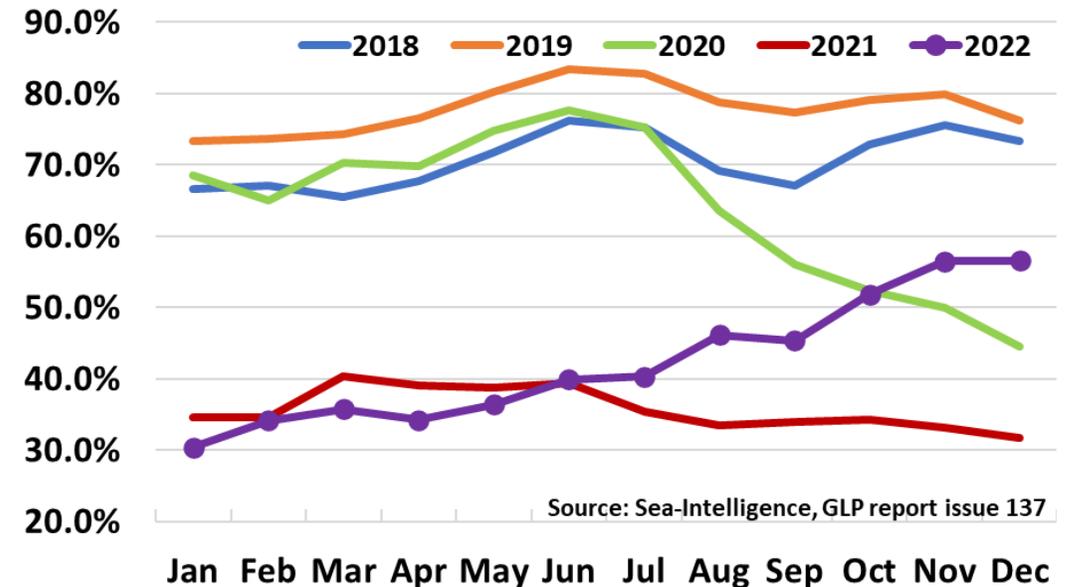
REPORTS

Ocean Freight – Estimated Time of Arrival (ETA) is critical for our customers

Why is an accurate ETA critical for our customers?

- Real-time transparency on shipment status is expected according to customer surveys
- Uncertainty in ETA limits proactive exception management and customer communication
- Limitations of ETA provided by carriers:
 - Limited accuracy
 - Inconsistency between different carriers and shipments
 - Insufficient possibility to control ETA updates

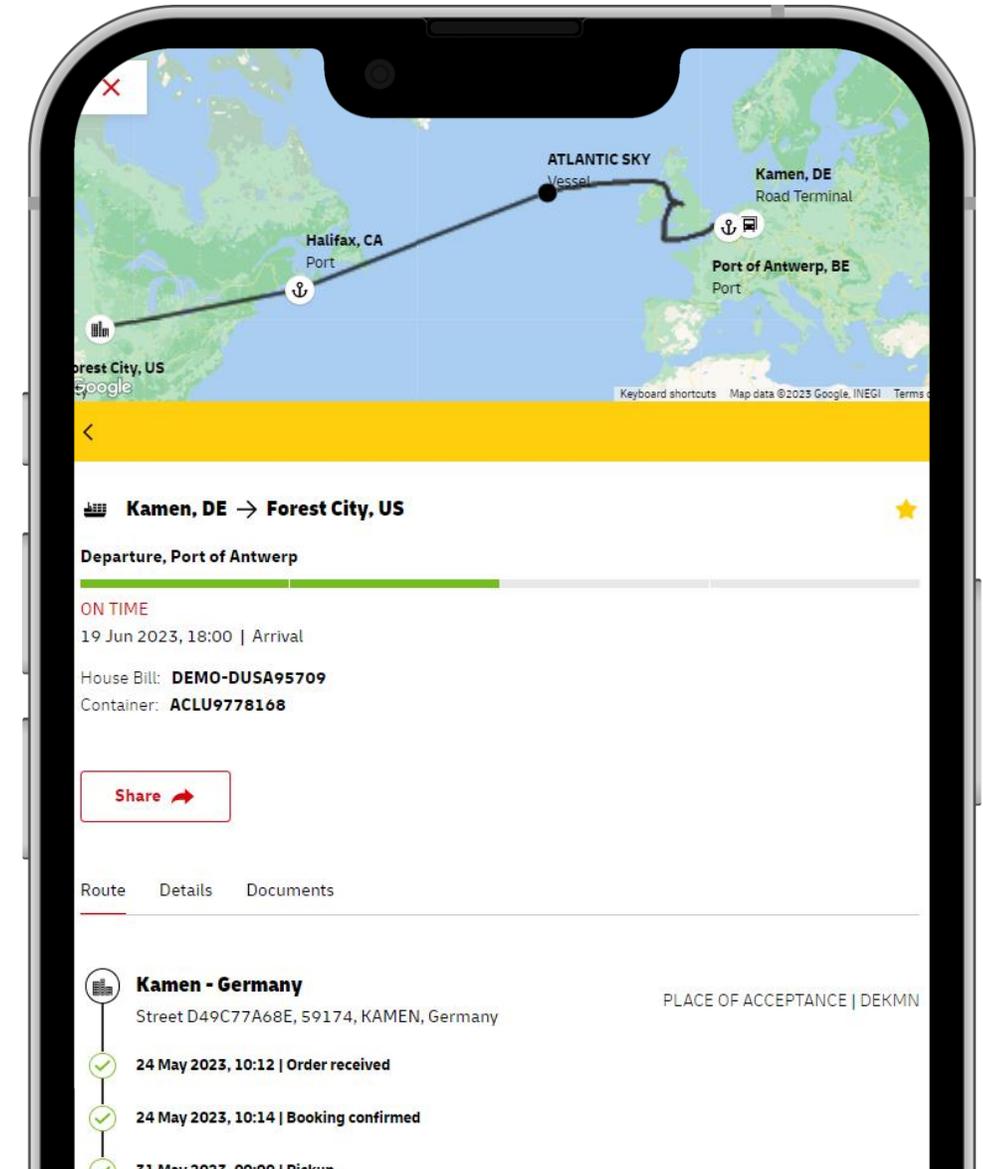
Global Schedule Reliability



DHL Global Forwarding – Ocean Freight Smart ETA (Estimated Time of Arrival)

Solution:
Calculate and harmonize ETA
with machine learning algorithm

- Correct ETA for **repeated delay patterns** in historical DGF data
- Apply real-time ETA corrections based on **live vessel AIS position**
- Improved **FOLLOW + SHARE** as well as **TRACK functionality** to all customers **via myDHLi platform**



Ocean Freight Smart ETA logic

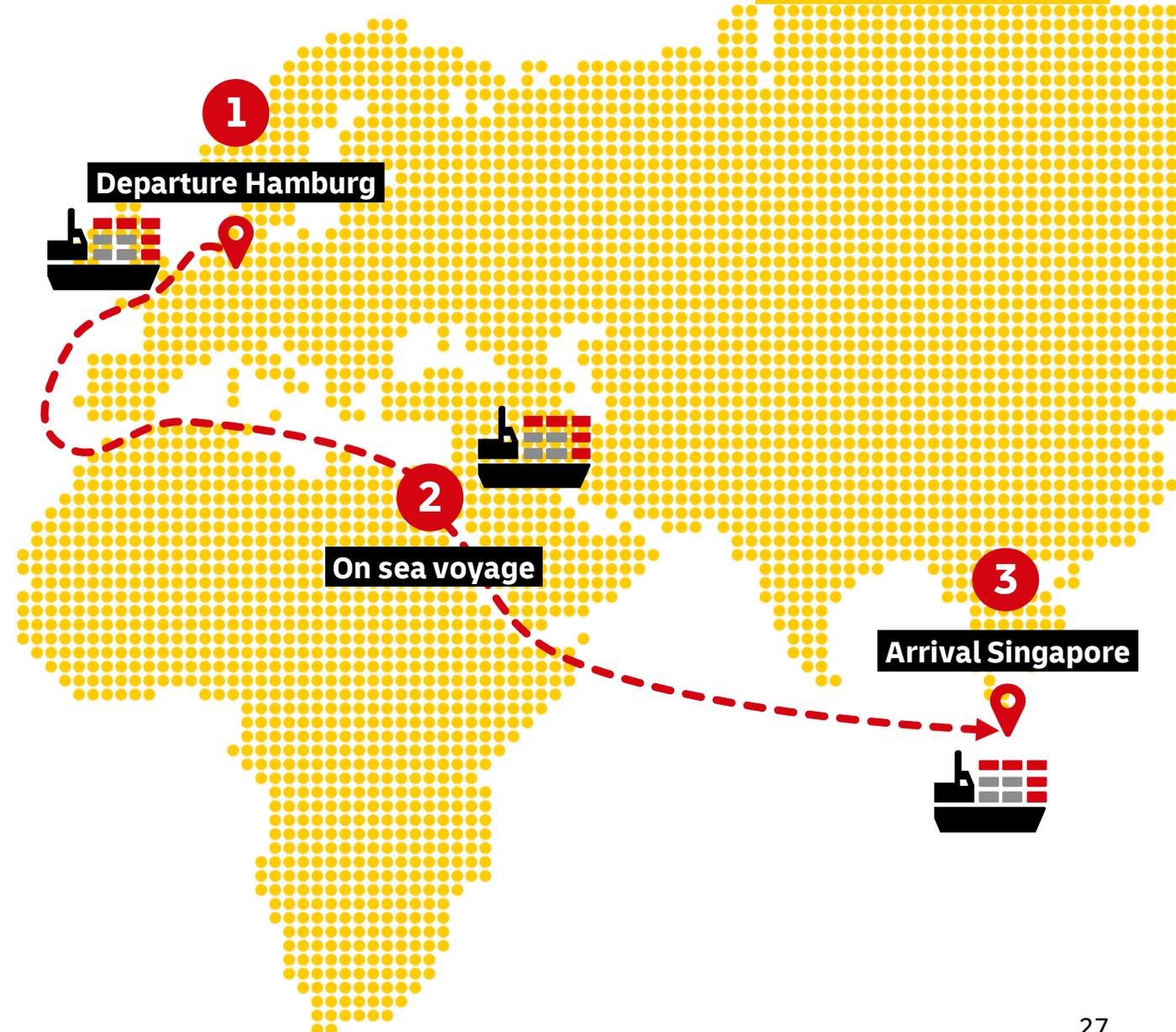
1 *1st Smart ETA prediction after departure*

ETA by **Carrier A:** 1 May 2023
 ETA by **Carrier B:** 5 May 2023
Smart ETA: 5 May 2023

2 *On sea voyage:* ETAs are frequently updated based on current vessel position

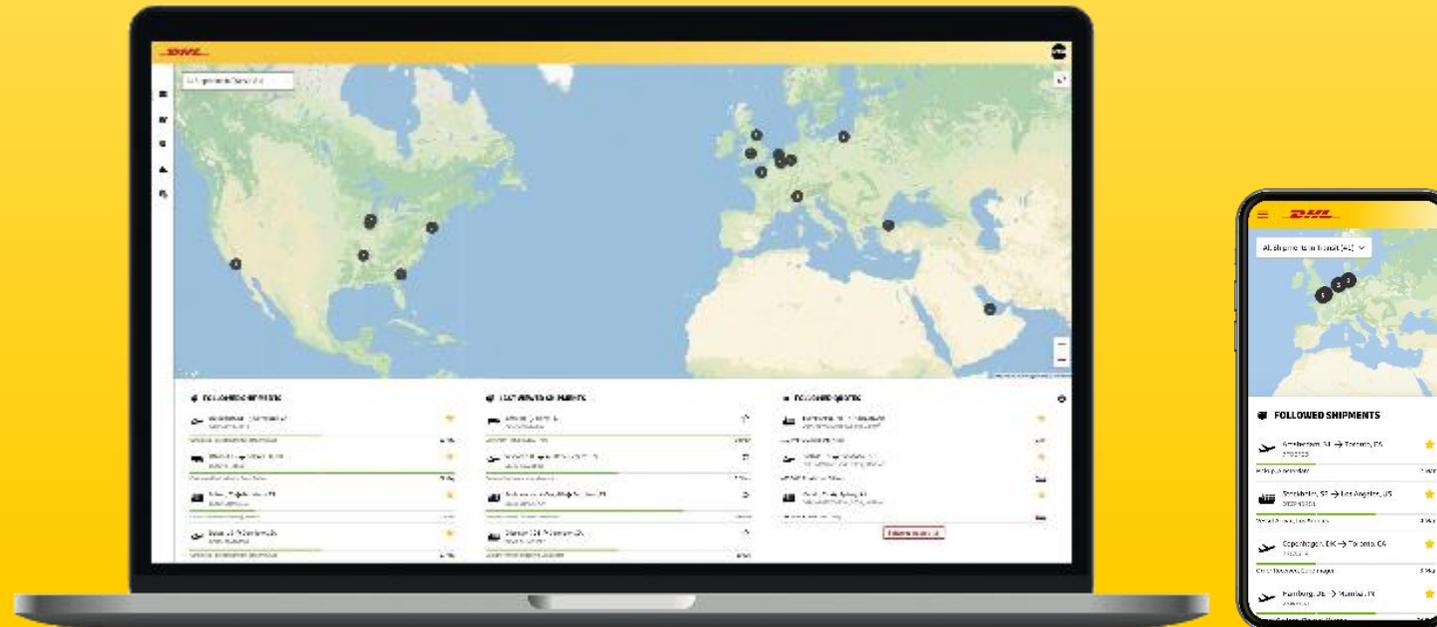
ETA by **Carrier A:** 5 May 2023
 ETA by **Carrier B:** 4 May 2023
Smart ETA: 7 May 2023

3 *Actual vessel arrival* 8 May 2023



Smart ETA algorithms increase accuracy of ETA 10 days before arrival by up to 48%

Live Demo



Smart ETA outlook: Ongoing self-learning & new features planned

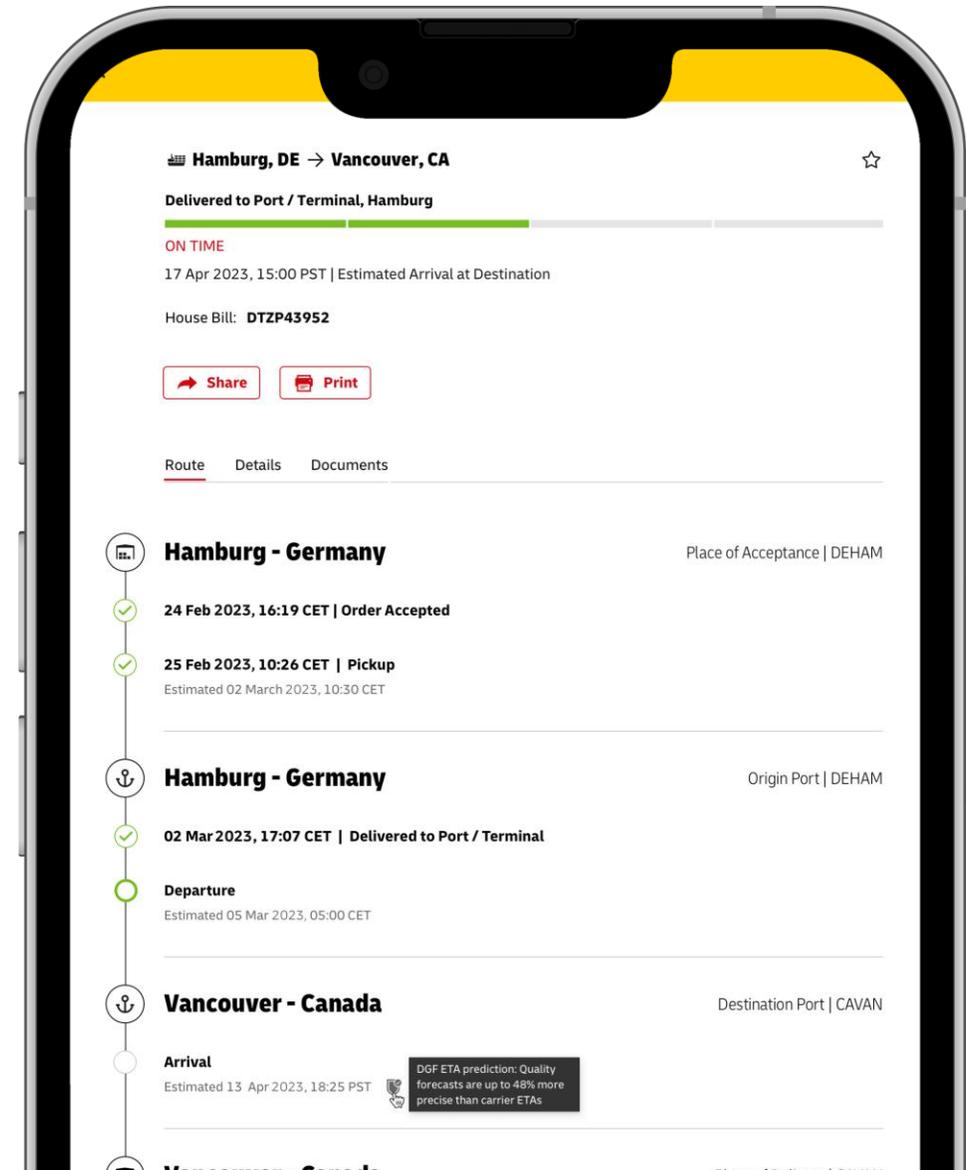
Smart ETA AI solution was launched in **May 2022** and is fully rolled out for **all Ocean freight shipments globally**

The smart ETA prediction runs multiple times a day, resulting in:

- **Updated ETA** in case of **unforeseen vessel delays**
- **Harmonization of ETAs** of consoles travelling on the same vessel and route
- **Reduced frequency of irrelevant** ETA updates

Outlook:

- **Constant self-learning** of the prediction algorithm
- Focus is on **connection intelligence**, e.g. improving ETA for shipments with multiple transshipment ports



GETTING TO THE NEXT LEVEL OF CUSTOMER FOCUS THROUGH DIGITALIZATION

**INSANELY CUSTOMER
CENTRIC CULTURE+**

CHRISTOPH SPRENGER

SVP STAFF, PROGRAMS & STRATEGIC PROJECTS

DHL EXPRESS



**> 1 Million
TDI Shipments/Day**



ICCC – EASY AS 1-2-3

Gather Customer Experience



Execute Improvements



Understand and Prioritize



Next level of Customer Focus



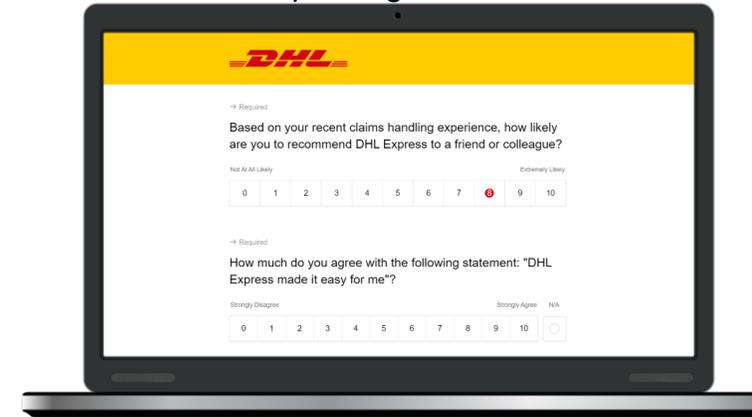
More, Faster, Better Customer Feedback and All in 1 Place

CUSTOMER JOURNEY	MOMENT OF TRUTH	METHOD OF FEEDBACK			
		Call	SMS	Email	Digital
 <p>I get the shipment delivered / self collect</p>	Self collection		✓	✓	
	Delivery by courier	✓	✓	✓	
	Delivery arrangement	✓			✓
	Duties & Taxes payable	✓	✓	✓	✓

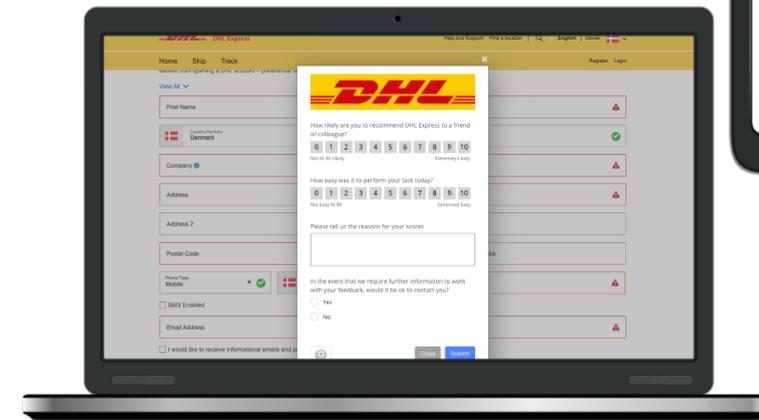
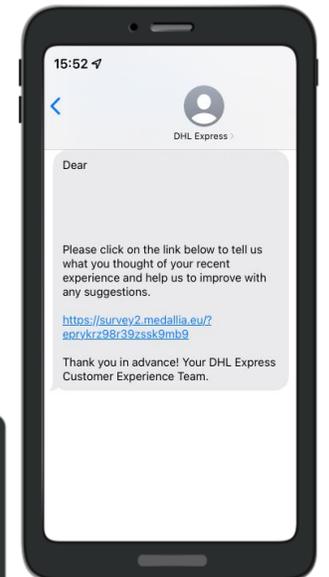
NPA scope



Survey through eMail invite



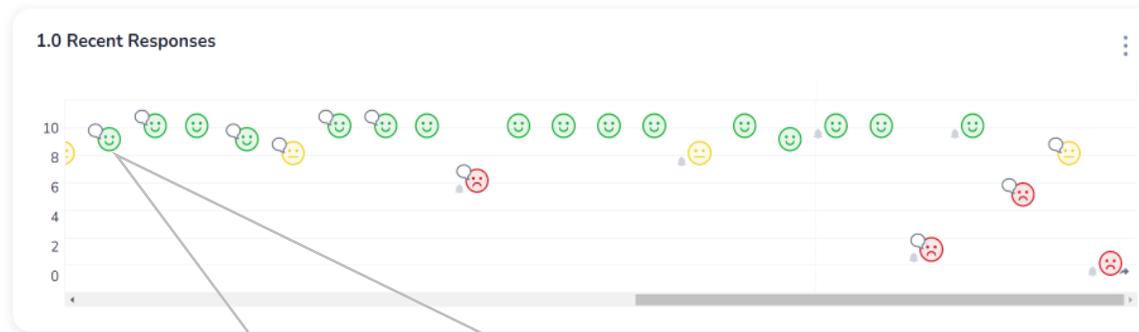
SMS invite



Digital survey as pop-up on website

AI/Machine Learning Capabilities Leveraged to Understand Sentiment and Topics from Customer Feedback and Allow Action

Customer feedback arrives in real time and is automatically analyzed for sentiment and underlying topics



Comments

Invitation survey comment

😊 the **tracking** of the package provide me with sufficient info to know when to **expect the package**. 😞 What would help would be a time window of the approx arrival of the delivery, that way I do not need to wait the whole day.

Topics:
Shipping/Delivery - Tracking Shipping/Delivery - Timeliness

Speech/text analytics identify trends and sentiment across all levels of the network

Overview of selected topic
Time Period: Current Quarter | Benchmark: Same Period Year Ago | Question: Likelihood to Recommend

All Themes > Courier

View Details

Display by: Volume

60.72% Positive (252 records) 19.76% Negative (82 records) 23.86% Neutral

Sentiments: All

A friendly and smiling courier [more](#)

...The courier was really nice... [more](#)

...The courier put the package in the mailbox [more](#)

...The couriers are nice... [more](#)

...The couriers are super nice and nice... [more](#)

...The courier is super nice... 1 more phrase

...The courier is nice when he comes... [more](#)

Our Approach and Status

- Global blueprint developed, deployed and tested in Denmark (Europe)
- Fine-tuned blueprint and deployment approach in Chile and Singapore (Asia and the Americas)
- 18 countries are live today, mainly in the Americas



Live since Apr 2022



Live since Nov 2022



>100 Countries live
by **Nov 2023**

Next steps:

- deploy 20 countries in Europe in July
- >100 countries live before peak
- remaining countries in early 2024



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