

Deutsche Post DHL Group presents WhatsApp chatbot as new recruitment channel

- **DPDHL Group becomes the first German company to launch chatbot high volume recruitment in Germany on WhatsApp**
- **The new recruitment channel sets itself apart as it is so easy to use**
- **Thomas Ogilvie, Board Member for HR: "The recruitment process must be dynamic, in constant development and tailored to the needs of the applicants."**

Bonn, April 9, 2019: Deutsche Post DHL Group's national campaign entitled "Become one of us" was launched last year and is still running, but the logistics company is now bringing its recruitment methods in Germany even more up to date. Applicants no longer need to fill in online forms, which are often seen as cumbersome and time-consuming, but can now simply apply directly via WhatsApp. The applicant will receive the telephone number for his WhatsApp registration via the website www.werde-einer-von-uns.de: A chatbot then asks for the necessary recruitment data step by step. It is a virtual conversation in an everyday environment, which can be paused at any time and resumed later. All the data is continuously saved. Introducing the WhatsApp chatbot makes DPDHL Group a German pioneer in high volume recruiting based on simplified applications.

In recent years, Germany has changed from an employer's market to an employee's market. To survive and to thrive, explains Thomas Ogilvie, Deutsche Post DHL Group Board Member for HR, it is essential to develop modern methods aimed at specific target groups: "The recruitment process must be dynamic, in constant development and tailored to the needs of the applicants. To reach potential applicants, we need to go to places where they are spending their time anyway." WhatsApp is ideal because it is one of the most popular communication platforms and the most widely used across Germany.

The new WhatsApp chatbot is not only guaranteed to reach the right target group, it also reduces the time between application and appointment – an important factor affecting decisions whether to continue or cancel the application process. There is evidence all around us of the need to keep that time as short as possible. "Our fast-moving environment throws up new challenges, and the recruitment process has to keep pace. We need to respond very quickly and in a user-centered way, and that's something the new WhatsApp chatbot allows us to do," explains Thomas Ogilvie.

The next page shows the telephone number to access the chatbot on Whatsapp, and other information. The application process can be accessed directly here: www.werde-einer-von-uns.de

– End –

You can find the press release for download as well as further information on dpdhl.com/pressreleases

Media Contact:

Deutsche Post DHL Group
Media Relations
Christina Müschen
Phone: +49 228 182-9944
E-mail: pressestelle@dpdhl.com

On the Internet: dpdhl.de/press
Follow us at: twitter.com/DeutschePostDHL

Deutsche Post DHL Group is the world's leading mail and logistics company. The Group connects people and markets and is an enabler of global trade. It aspires to be the first choice for customers, employees and investors worldwide. The Group contributes to the world through responsible business practices, corporate citizenship and environmental activities. By the year 2050, Deutsche Post DHL Group aims to achieve zero emissions logistics.

Deutsche Post DHL Group is home to two strong brands: Deutsche Post is Europe's leading postal service provider. DHL offers a comprehensive range of international express, freight transport, and supply chain management services, as well as e-commerce logistics solutions. Deutsche Post DHL Group employs approximately 550,000 people in over 220 countries and territories worldwide. The Group generated revenues of more than 61 billion Euros in 2018.

Die Post für Deutschland. The logistics company for the world.