



DHL Trend Report “Future of Work in Logistics” Part 2: next decades will be augmented and automated!

- Supply chains must be flexible to meet emerging demands coming from gradual and uneven digital developments
- Logistics industry continues to be a people business: successful digital transformation depends on collaboration of leadership and workforce

Bonn, April 6, 2022: Understanding the potential of new technologies to transform logistics, and the speed at which these changes will come, is critical as we prepare for the future of work. When looking ahead it’s clear that while adoption is accelerating, the complete digital transformation of logistics is a multi-decade journey that is essential for improving supply chains to meet emerging customer demands. Talent management acts as a key enabler, using a holistic approach to integrate multiple elements, such as technology, health and safety, sustainability, and diversity – in one workplace.

The next installment of the DHL Trend Report “Future of Work in Logistics” presents two possible futures – one augmented by technology and one automated by it – and the practical considerations for balancing the implementation of each while leading through change today. DHL envisages a future in which some aspects from both the augmented and automated concepts are realized, mostly across the following six segments of the supply chain: warehousing operations, long-haul transportation, last-mile delivery, back-office operations, customer service, and supply chain planning.

“We know that the digital transformation of logistics is not going to happen overnight, but we are now at a tipping point. Scaling digital transformation is people-led and technology-accelerated. From this perspective, we must prepare for the realities of augmented and automated futures today, and enable employees to play an active role in shaping the future of work alongside their organization,” says Klaus Dohrmann, Vice President Innovation Europe & Trend Research, DHL Customer Solutions & Innovation.

With augmenting technology, employees such as warehouse specialists and couriers will perform quicker, safer and with less physical and mental effort due to new smart technologies. The workspace primarily used as office space will also reduce, permitting more real estate to be dedicated to logistics functions like warehousing, as technology enables office staff to work remotely.

With automated technology, machines and collaborative robots would perform operational tasks with around-the-clock efficiency and with little-to-no errors, ensuring the continual upkeep, optimization,



and expansion of a fully digitalized logistics industry. We will also see a shift in the workforce towards jobs that keep the supply chain running such as maintenance and optimization crews.

As augmenting and automated technologies each provide their own advantages and challenges when adopting them into a supply chain, DHL does not expect either of these two concepts to wholly integrate, especially in the course of the next 10 to 20 years.

Like any large-scale change process, the shift to the future of work in logistics will require careful planning, active management, open communication, inspirational and pragmatic leadership, and novel approaches. These can be broken down into three key levers of success: new leadership and roles, new learning and development, and new work models and environment.

“We are a people business,” says Jana Koch, Partner and Managing Director, DHL Consulting. “It’s our people delivering the value of our services and of our business, so it’s our core interest to take everybody along on the digitalization journey. Everyone plays a role.”

It is important that leaders bring employees along and make them an active participant in change. By doing this they can cultivate an environment of preparation and adaption and provide avenues for workers to grow through retraining and upskilling. The logistics industry therefore needs to communicate and collaborate with government institutions, societal organizations, and other industries to ensure that talent does not idle.

– End –

Note to editors: Read the interactive report, “Future of Work in Logistics”, online, or listen to it in audio format at <https://bit.ly/36NUhKi>.

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

Joanna Kruszewski

Phone: +49 228 182-9944

E-mail: pressestelle@dpdhl.com

Press release



On the Internet: dpdhl.de/press

Follow us at: twitter.com/DeutschePostDHL

DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 380,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 81 billion euros in 2021. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.