



"Excellence. Simply Delivered."

INDUSTRY SECTORS

- E-commerce
- Auto- Mobility
- Chemicals
- Retail
- Life science & Healthcare
- Energy
- Engineering & Manufacturing
- Technology
- Public Sector

WEBSITE

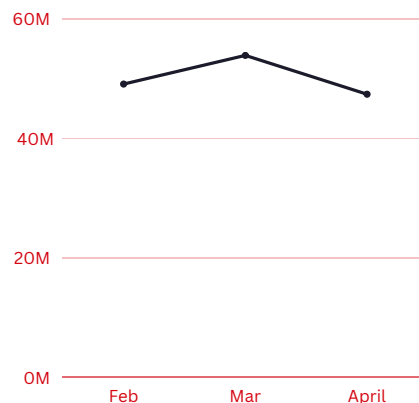
 www.dhl.com

ABOUT

- DHL stands for Dalsey Hillblom Lynn.
- It is the world's first international door-to-door delivery service.
- It is a German logistics company providing international shipping and courier services.
- It was founded in San Fransisco, California, US in 1969.
- In 2002, DEUTSCHE POST acquires DHL.
- It has a wide network operating in 220 countries. It delivers about 1.6 billion parcels/year and has over 380000 employees.
- It uses 5 airline subsidiaries and 271 Aircraft to deliver parcels.

ANALYTICS

• Website Traffic



• Website Ranking

- Global Rank: 1231
- Country Rank(USA): 1135
- Category Rank (Shipping & Logistics): 6

source: similarweb.com

DIGITAL TRANSFORMATION OF DHL



Quality Control Center

- Big data & predictive analysis are used to monitor shipment movements, flag issues in real time, and identify alternative flights/routes to ensure timely deliveries.
- Utilizes Artificial Intelligence and Machine Learning to find the underlying issues and suggest solutions for ongoing development.



Automated Guided Vehicles (AGV)

- Transports goods, freight pallets, and containers safely and effectively by sensing the environment around them.
- Aids in adjusting throughput capacity as necessary.



24/7 customer service by Chatbots

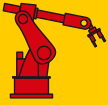
- Allows customers to receive bite-sized shipping information and track shipments on the go.
- designed to instantly address commonly asked questions.



Automatic Flyer sorting with DHLBot

- Sorts flyers to route level with 99% accuracy
- Improves sorting efficiency by minimizing human interaction

DIGITAL TRANSFORMATION OF DHL



Autonomous Mobile Robots

- Serves as an autonomous courier that provides on-demand deliveries.
- Equipped with sensors and an AI-powered avoidance system to navigate to its destination.



On-Demand Delivery Online Portal

- Transports goods, freight pallets, and containers safely and effectively by sensing the environment around them.
- Aids in adjusting throughput capacity as necessary.



Route optimization

- Allows customers to receive bite-sized shipping information and track shipments on the go.
- designed to instantly address commonly asked questions.



QR Code labelers for parcel returns

- Sorts flyers to route level with 99% accuracy
- Improves sorting efficiency by minimizing human interaction

EVOLUTION

1969- Founded to transport cargo documents from San Francisco to Honolulu by plane.

1971- Expanded its network in the Far East and in the Pacific Rim & later began offering services in Japan, Hong Kong, Singapore, and Australia (1972) and in Europe (1974), Latin America (1977), the Middle East and Africa (1978).

1972- Started Parcel delivery service. Until this time, the company offered delivery of documents only.

1986- Enters into a joint venture with the People's Republic of China, making it the first express company to operate inside of China.

1996- Massive Investment paved to faster delivery of letters and parcels throughout Germany. That led to a high level of automation and standardization which improved service quality and boosted productivity.

2002- Deutsche Post acquires DHL

2003- The courier and express business, the parcels business & and the logistics businesses are bought together to provide a "one-stop shopping" concept.

2006- "First Choice" service campaign
The focus of the campaign was on increasing customer satisfaction among both private and business customers.

2008- Officially opened its European air freight hub at Leipzig/Halle Airport in Germany.

2013- Started carbon-free delivery by switching to electric vehicles for its delivery services in Bonn and the surrounding region.

2019- "Strategy 2025 - Delivering excellence in a digital world" started to continue the successful growth trajectory of the world's leading logistics company

MARKETING STRATEGY

► Product Strategy:

- It has constantly evolved to cater to a wider audience.
- The premier product of DHL Express continues to be a delivery facility.
- Services for rail, road, ocean, and air are provided through DHL Global forwarding

► Pricing Strategy:

- The Pricing depends on lot of factors
 - ← Weight of the product
 - ← Nature of product
 - ← Nature of delivery selected
 - ← Distance to be covered
 - ← The consignment size

► Place Strategy:

- DHL has a global presence in more than 220 countries.
- It has expanded to some of the countries where delivery was next to impossible like Iraq, Iran, the soviet union, etc.

► Promotion Strategy:

- DHL promotes its services through television advertising along with newspapers, and magazines.
- DHL also sponsors national and international events such as Formula 1, and world-famous football clubs such as Manchester United.