



MISSION 2050
ZERO EMISSIONS
GOGREEN

DHL EXPRESS ITALY

CUSTOMER CENTRICITY

Brands: One Company with Two Strong Pillars

Deutsche Post DHL
Group

Deutsche Post 

The Post for Germany



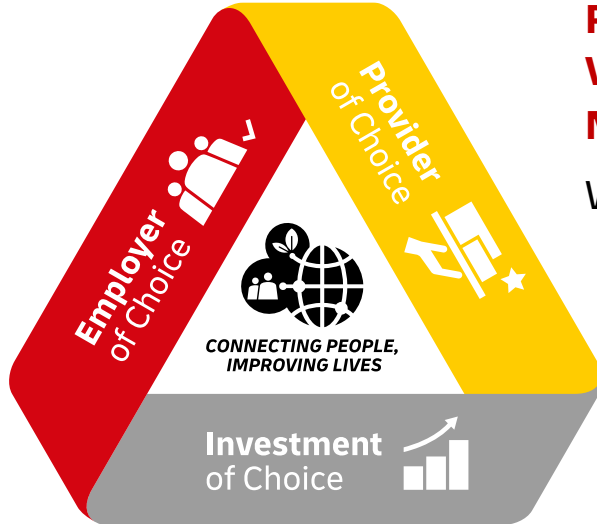
The logistics company for the world

DHL Express proposition

We **pick up and deliver** documents and parcels
as fast as possible all around the world
on a scheduled express network.

Group Strategy 2025

With around **570,000 employees** in 220 countries and territories we are an essential driver of global trade, economic growth, and individual prosperity. Sustainability is our responsibility and well embedded in Strategy 2025.



Purpose: Connecting people, improving lives

Values: Respect & Results

Mission: Excellence. Simply Delivered. In a sustainable way

We enabled our mission along 3 bottom lines





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PROVIDER OF CHOICE

Customer Centricity: VOC Tools



Net Promoter Approach

DHL Express global initiative, the NPA Program introduces a simple and meaningful measurement of **Customer Loyalty** (the NPS indicator or Net Promoter Score). The goal is to **identify improvement areas to ensure that customers have the most satisfying and positive experience with us.**

The survey analyzes **the entire Customer Journey – 18 Touch Points –** and **all company functions are actively involved in improving the service.**

Directors, Managers and Supervisors – 260 people involved – contact customers (Detractors) and collect their feedbacks. A Customer Satisfaction Team, together with Senior Management, evaluates all possible actions to be implemented.

2012 / 2020: **400K ratings, 16K contacts from Management, 1K Improvement Actions**



Straight To The Top

Within the **DHL Express website**, Customers can find a contact section where they can **report a compliment or a complaint** directly to the **Managing Director** and / or the **Customer Service Director.**

Customer Centricity: Market Research



ICCC Tracker

Survey that track and compare over time through 5 key metrics how the various initiatives developed internally to **drive an Insanely Customer Centric** Culture are perceived by DHL customers (vs key competitor).

5 metrics: Likelihood to repurchase, Likelihood to recommend, Caring about customers, Listening to customers' needs, Strength of relationship.



Customer Interaction

Comparative survey on 50 Touch Points / Interaction factors between DHL Express and Customers that compares the **Customer Satisfaction rate for DHL services compared to major competitors** (UPS, TNT and FedEx).

Example of touch point: Account Manager, CS Booking, Pick up, Courier, Electronic Shipping Tools, Invoices, Product & Service Range).

Customer Centricity: People Engagement



Performance Dialog

PDs provide the platform **to overcome daily obstacles, leverage BDPs** existing in the own team and together turn challenges into stepping stones. **The content** drives the PD discussion. KPIs must be meaningful to the team, regularly reviewed (to be aligned with functional priorities) and provide insights **where and how to improve**. **Balanced KPIs** cover **VOC, productivity and service quality**.



Appreciation Program Perfect 10!

A real tool of appreciation for **people who have distinguished themselves during their work** and who represent **an example to follow for all colleagues**.

Every week the NPA Team sends **a selections of Rating 10 (Perfect 10!)** to all Functions that share the most deserving cases directly with people via **Perfect 10! Card**, digital postcard signed by the Director, as a sign of thanks and recognition.



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DHL EXPRESS ITALY

THANK YOU!

Italy: one of the most important markets, we serve it at its best



60%

Market Share*



8.400

Employees
(direct & indirect)



77.000

Customers



42 Million

Shipments/year



>3.000

DHL ServicePoints



40

Daily flights



2.500

Vehicles



75

Facilities



1 Air Hub

8 Air Gateways

3 Ground Hub



* Based on third-party research commissioned by DHL