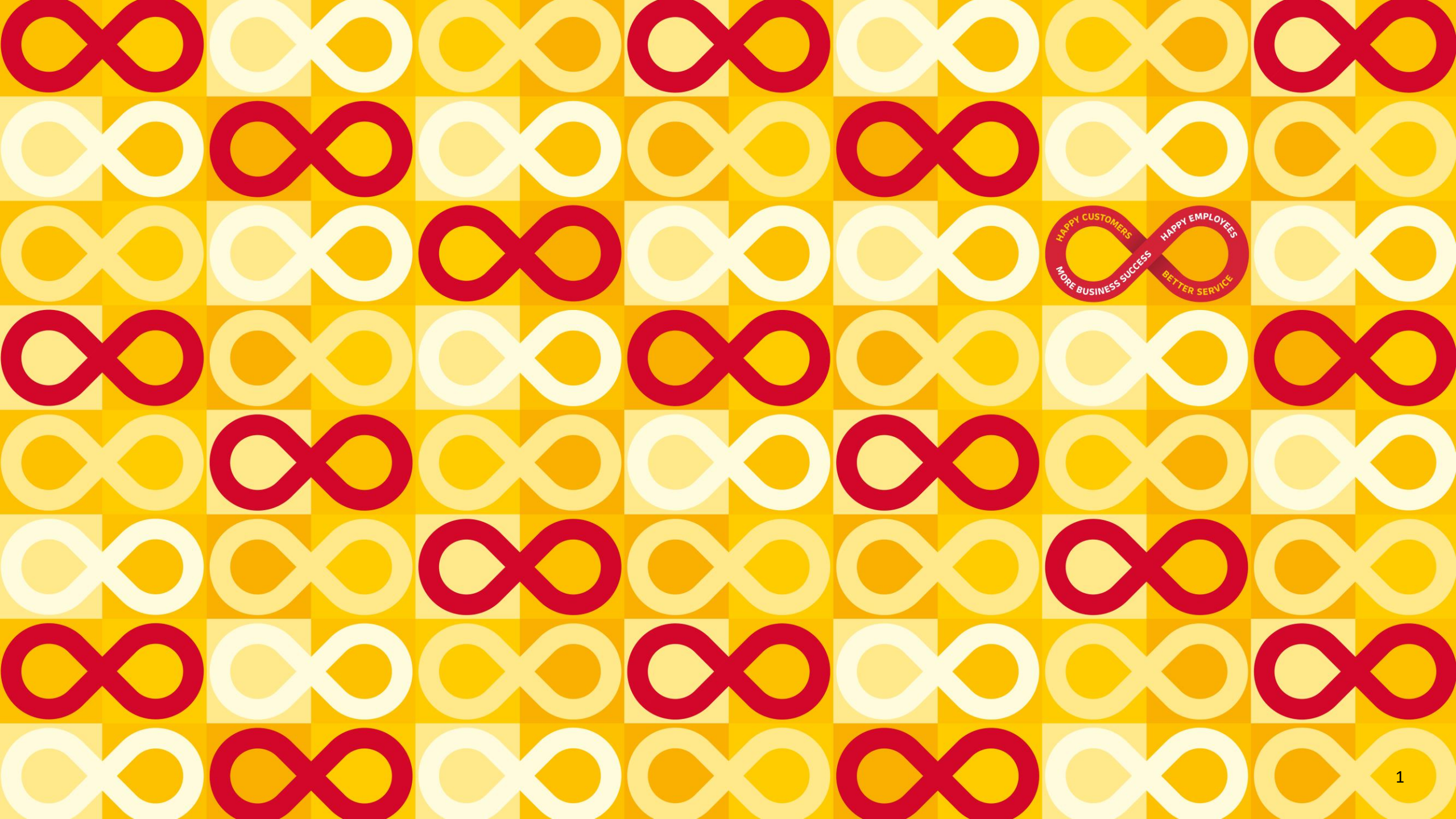

HAPPY CUSTOMERS
HAPPY EMPLOYEES
MORE BUSINESS SUCCESS
BETTER SERVICE

TOGETHER CONNECTED WITH TALENT

HAPPY EMPLOYEES, BETTER SERVICE, HAPPY CUSTOMERS, MORE BUSINESS SUCCESS

CustomerFirst Congres

5 oktober 2023

Natasja Wientjes

Senior Director Customer Service DHL Ecommerce Benelux

Deutsche Post DHL Group

DHL GROEP

220 landen - 570.000 medewerkers - 5 divisies

Post & Parcel

Express

Global Forwarding

Supply Chain

E-commerce Solutions

- 11.500 regular /15.000 peak heads
- 20 National and Regional Hubs
- 132 Lastmile CityHubs
- 4.500 Service Points & lockers
- Headquarters Utrecht
- 209 Million Parcels per Year
- Market Share (2021) – 40 %
- >11.700 customers
- Revenue 2022 – € 1.13 bn
- EBIT 2022 - € 116 mio

DHL Parcel

20 National & Regional Sort Hubs

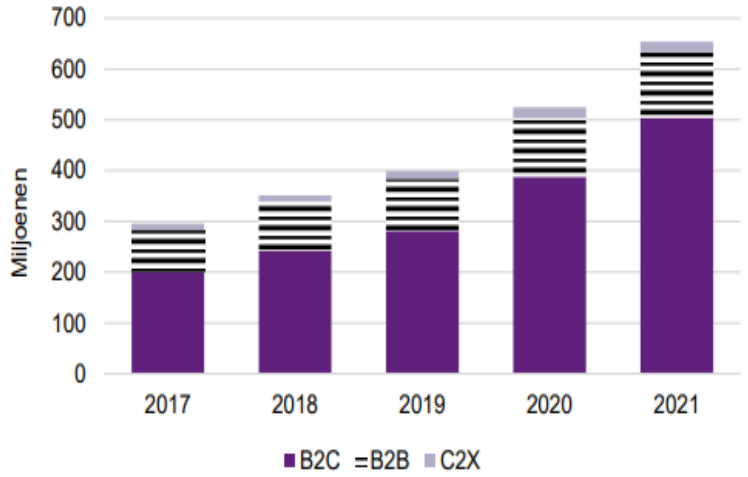
131 Last mile CityHubs

SYDNEY, 1998

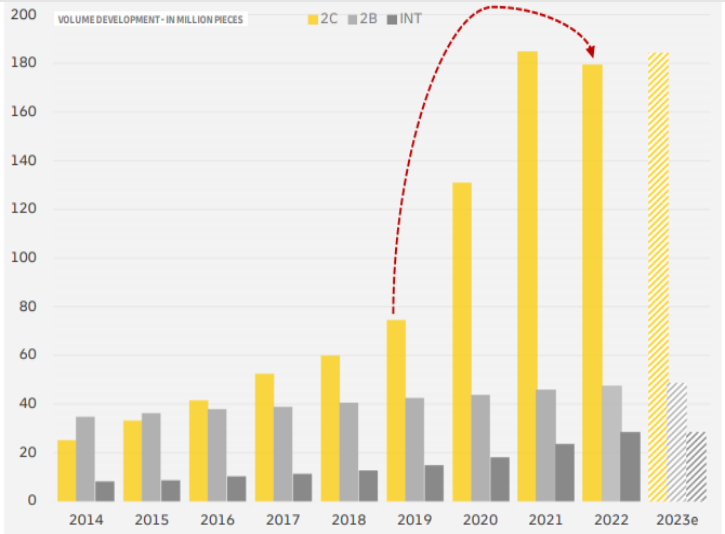
Keep up with the clicks

ONLINE

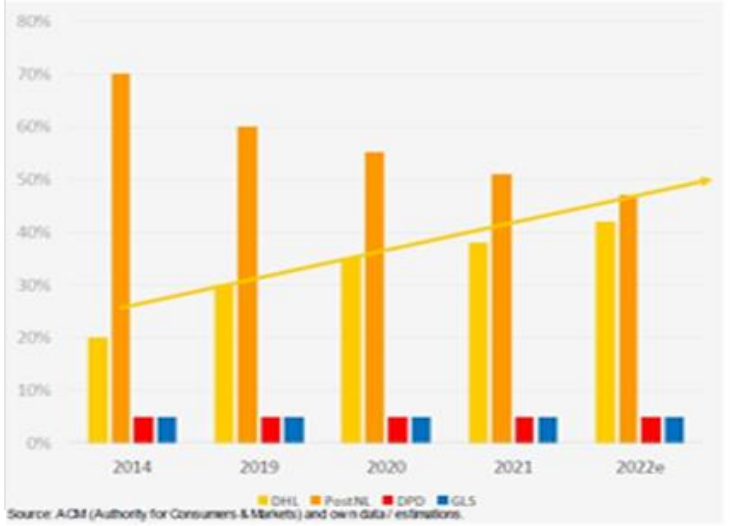
Volume parcel delivery Netherlands



LEVERINGEN



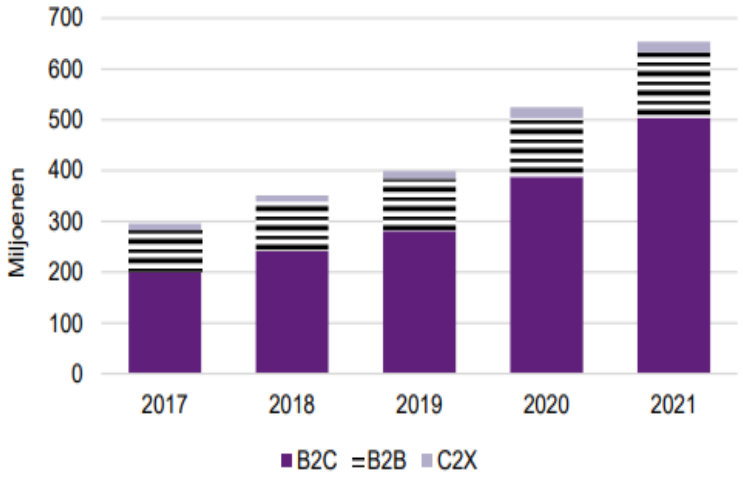
MARKT AANDEEL



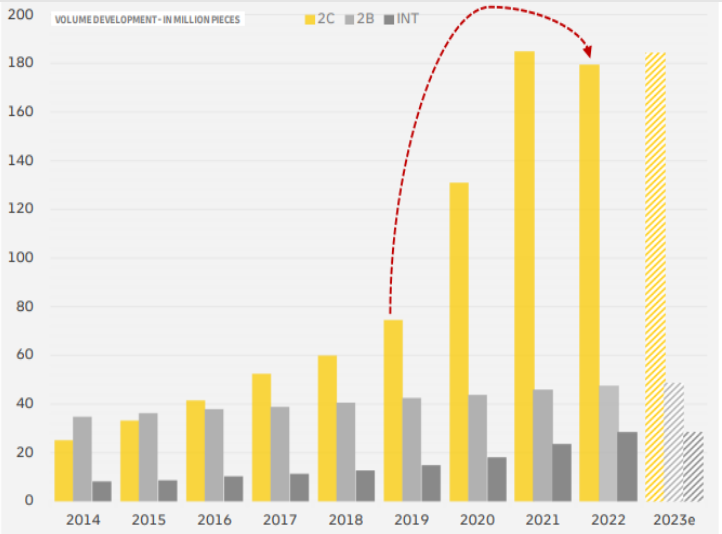
Keep up with the clicks

ONLINE

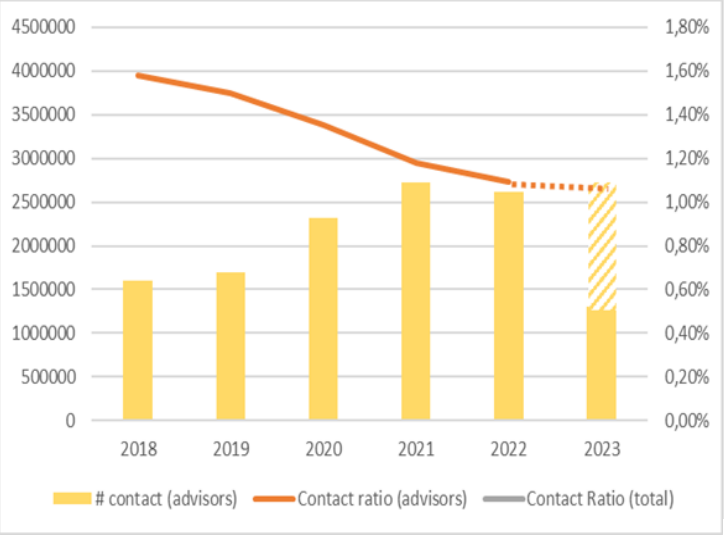
Volume parcel delivery Netherlands



LEVERINGEN



CUSTOMER SERVICE



HAPPY CUSTOMERS
HAPPY EMPLOYEES
MORE BUSINESS SUCCESS
BETTER SERVICE

Happy Employees

Roadmap naar betrokken medewerkers

BINDEN

Organisatie

- Diversiteit & inclusie
- **Arbeidsvoorwaarden**
- **Hybride werken**

Customer Service

- **Carrièrepad**

BOEIEN

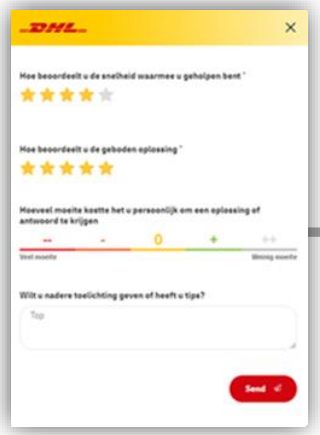
- Multiskilled
- **CS naar Regio,-en City Hubs**
- **Autonomie –Value Streams**
- Privé/werk balans

BLIJVEN

- Ontwikkel perspectief
  - **CS talent programma**
  - Competentie programma
- **Cultuur :** waardering, erkenning & respect

Better service & Happy customers

Roadmap naar klant succes



Focus

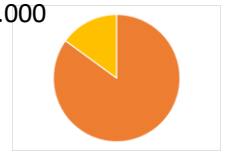
- Vriendelijkheid
- Snelle oplossing
- Gemak

7,4 | 7,2 | 6,5

Gem. respons /maand ~14.000

5,4%

12% complimenten



Vriendelijkheid

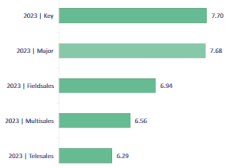
Doorlooptijd onderzoeken

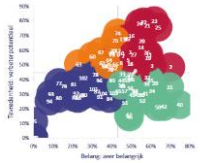
Respondenten

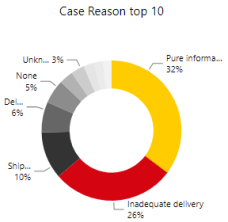
943

Tevredenheid

7







Better service & happy customers

Samen met Operations

QUALITY

SOLUTION

Make customers more succesfull

CUSTOMER SERVICE

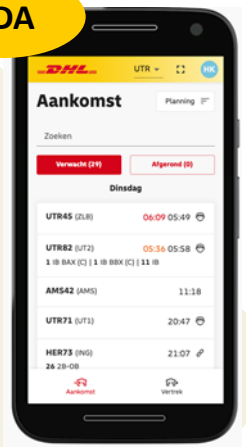
DHL

Digitalisering:
belangrijke pijler in DHL strategie

Leveren met code

Printless retour

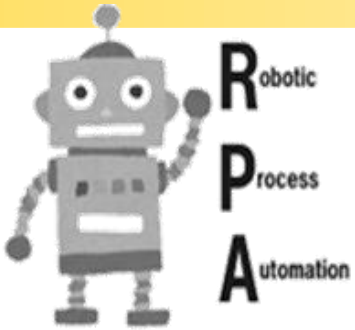
PDA



makkelijker, sneller, beter

&

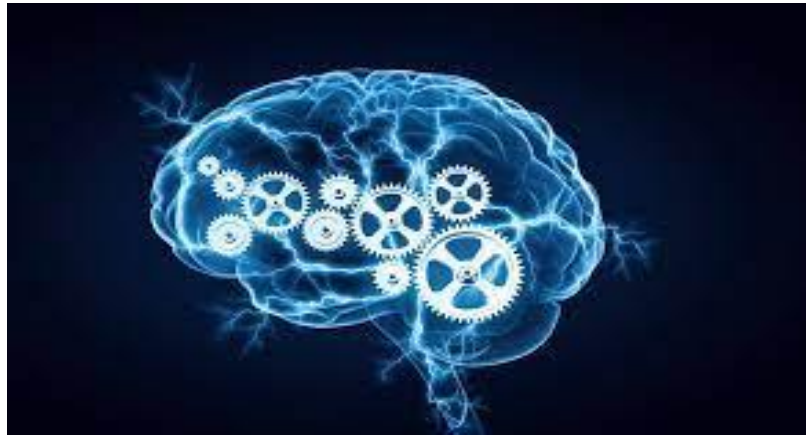
ondersteunt in transformatie naar een relationele service!



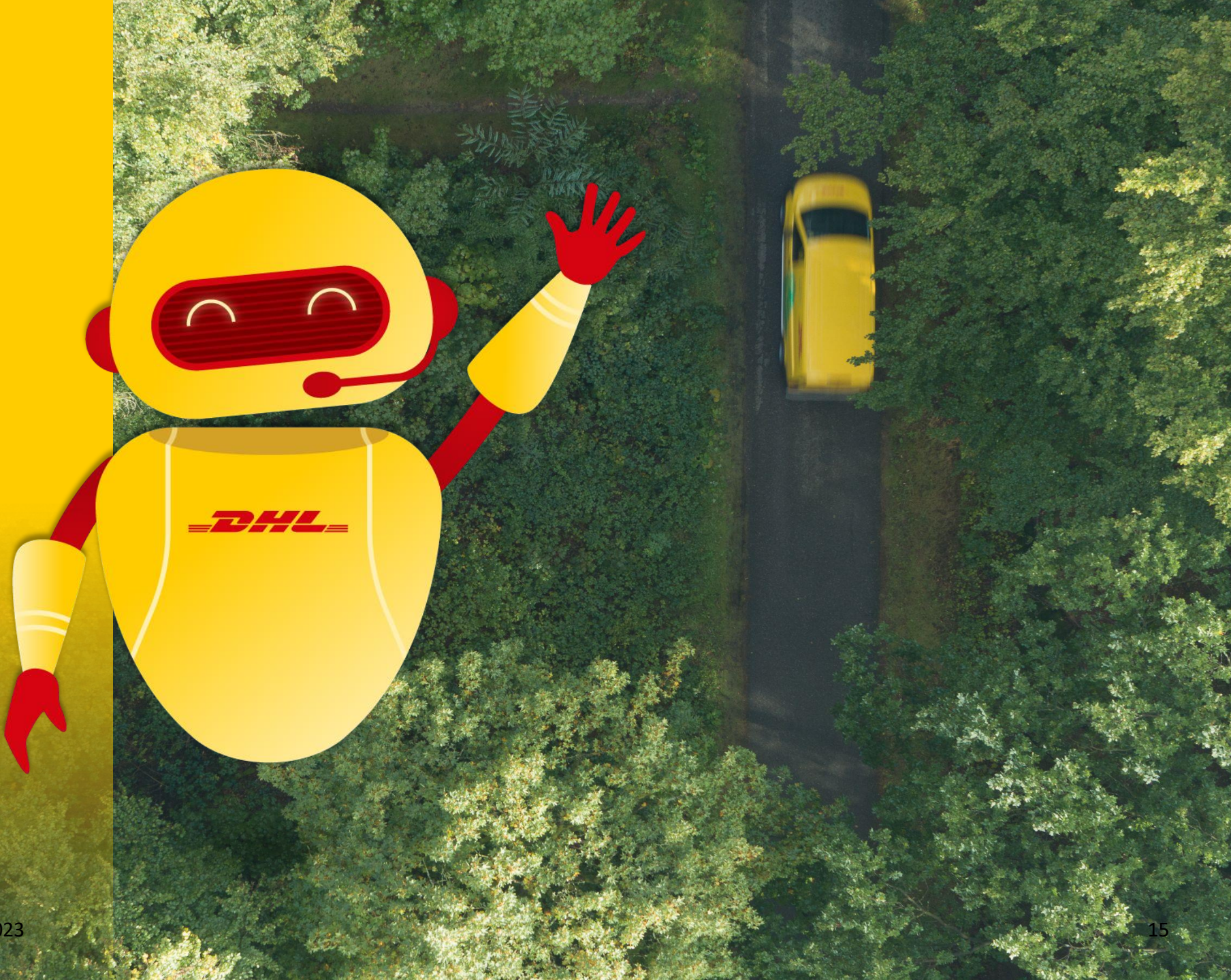
MyDHL Parcel

DHL App

Digitalisering: ook belangrijke pijler binnen Customer Service

HIGH TECH / HIGH TOUCH	SELFSERVICE	INTELLIGENCE
		
Automatisering van routine matige handelingen	Selfservice voor medewerkers, verzenders & consumenten	RPA AI based assist tool Chatbot Tracy Voicebot Tracy

Hallo Tracy



Het leveren van service in een digitale wereld

Tracy: de begin jaren

Geboorte van Tracy

- Start van eerste chatbot
- Top 10 vragen via **Facebook Messenger**

Tracy 2.0

- Start van **Conversational designer team**
- Nieuwe partners, nieuwe energie

2018 **2019** **2021** **2022**

Introductie livechat

- Uitfasering **e-mail** consumenten
- Integratie met Track&Trace database

Vooruitgang

- **AI assist tool**
- Eerste stappen **voicebot**

Het leveren van service in een digitale wereld
2023

NIEUWE DIENSTEN

- Chatbot voor **business clients**
- AI assists voor e-mail
- **ChatGTP voor chat**

GEBRUIK

- Internationale pakketten
- App fase 3

VOICEBOT

- Verhogen voicebot **herkenning**

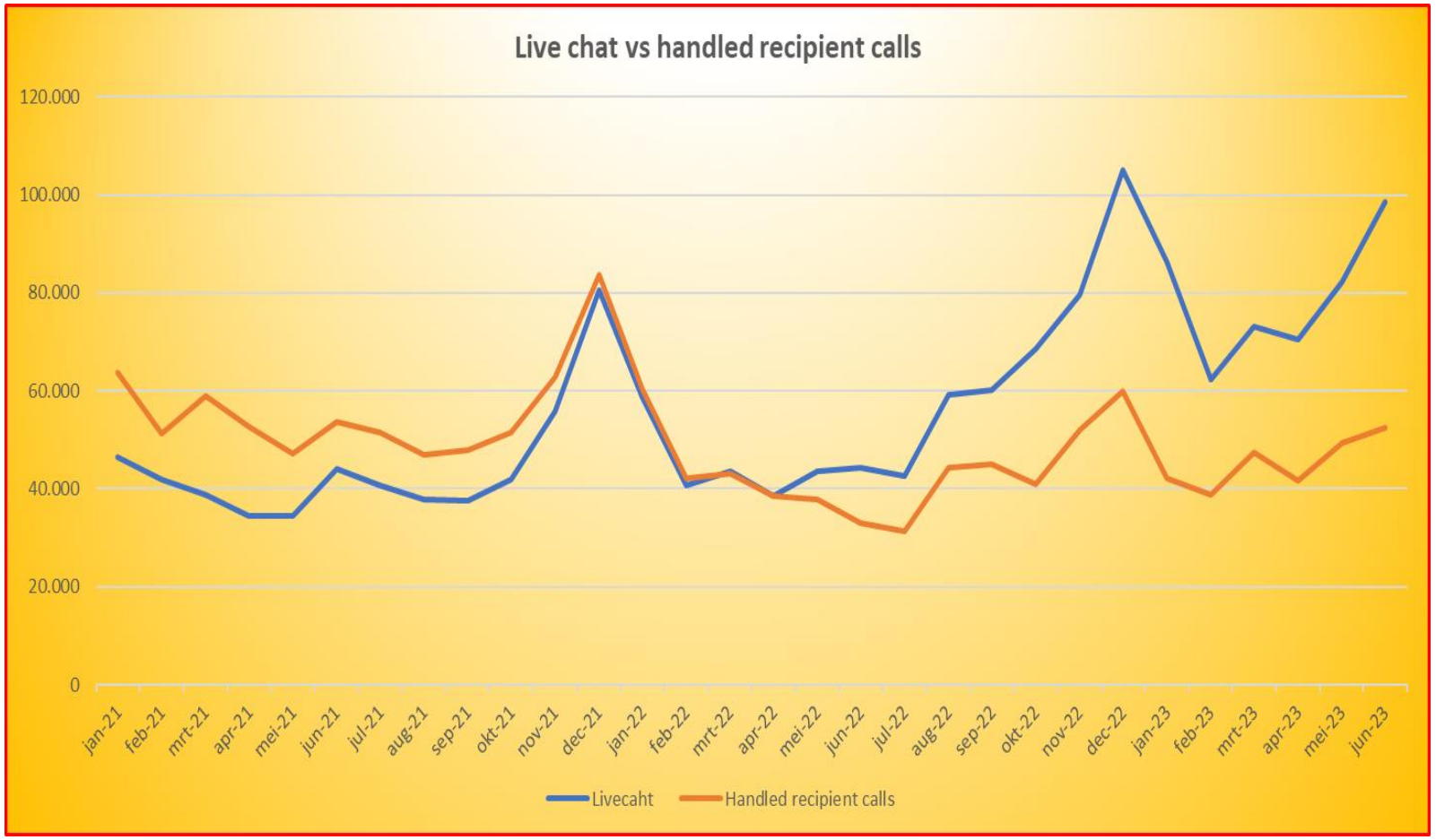
NIEUWE PROJECTEN

Meer chatbot in the customer journey:

- DHL Service Points
- **Bezorgers**
- Sales

Het leveren van service in een digitale wereld

Resultaten



Customer tevredenheid score chatbot

7,2

Chat conversaties 2023 YTD

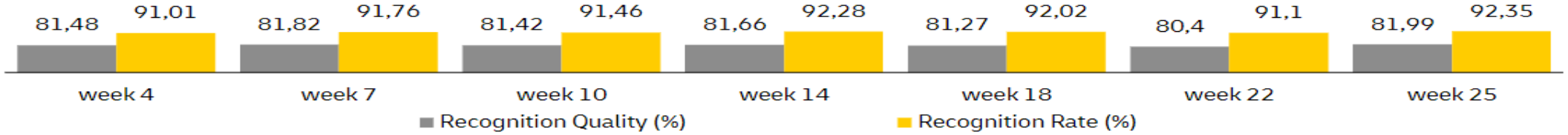
Chatbot only	876.000
Livechat	473.000

Voicebot performance

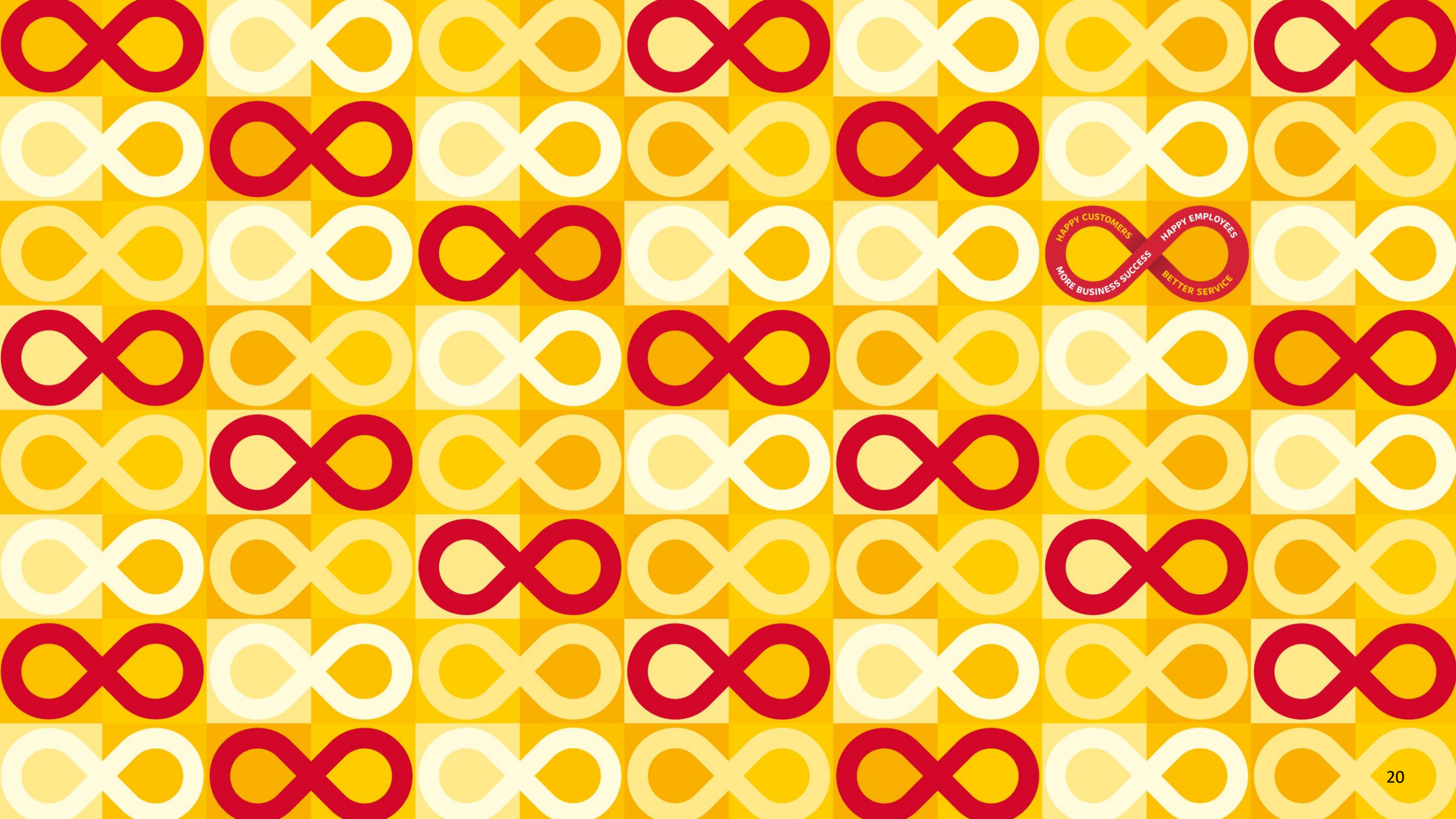
Recognition	47%
AHT reduction	>30 seconds

AI assist tool

49% assisted text



Thanks to the efforts of many people
houd moed, ook dit komt vast weer goed!
DHL
CEO CAN DO AWARD
2nd EDITION
Cares
Samen voor een ander
AS ONE
THANK YOU
LONG SERVICE AWARD
EMPLOYEE OF THE YEAR
AWARD
DHL eCommerce Solutions
EMPLOYEE OF THE QUARTER
AWARD
DHL eCommerce Solutions
OORKONDE
QM STIJGER VAN HET KWARTAAL
DEZE OORKONDE IS HET BEWIJS DAT
gedurende het eerste kwartaal van 2023, op het gebied van de QM-resultaten, uitmuntend heeft gepresteerd!
Arnhem, 27 juni 2023
Namens het
Quality Team
Contact Center Manager
Bas Vogels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