

A yellow DHL truck is positioned at a port or industrial site at night. A large yellow DHL container is being lifted by a crane mounted on the truck. The scene is illuminated by overhead lights, creating a dramatic atmosphere. The DHL logo is visible on the truck and the container.

WHEN TRANSACTIONAL MEETS RELATIONAL – THE RUBBER HITS THE ROAD

DHL GLOBAL FORWARDING, CUSTOMER FEEDBACK PROGRAMS

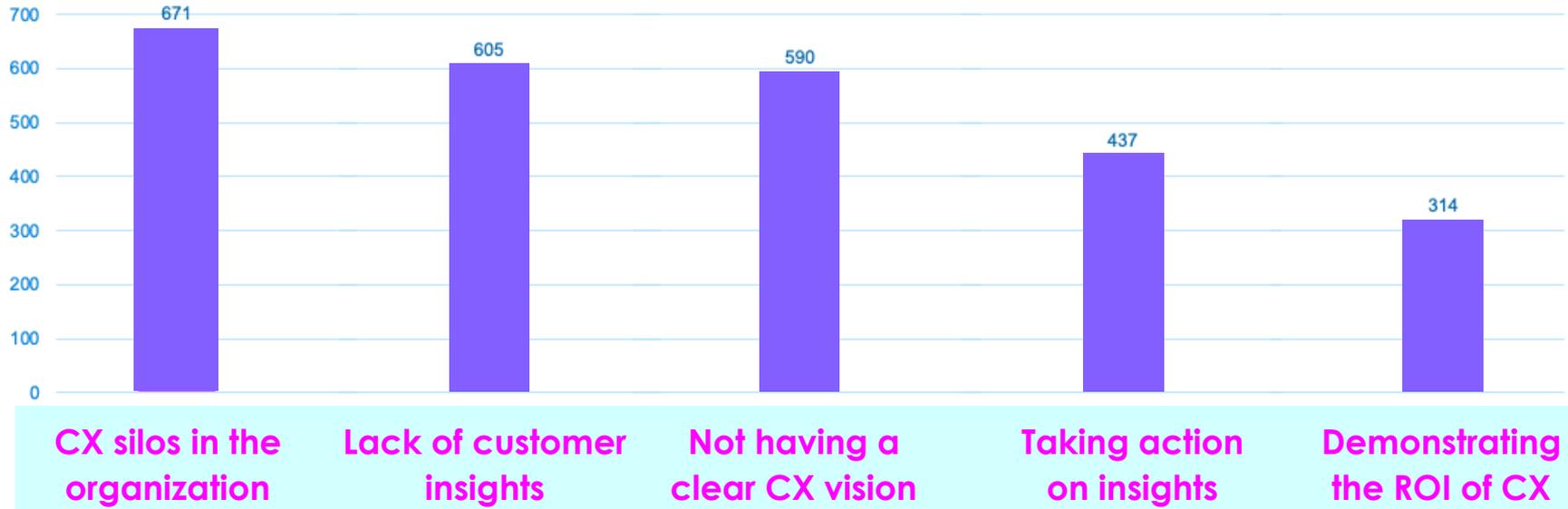
Jeremy Strang, DHL & Jakov Cavar, Forsta
Quirks London, May 2023

DHL Global Forwarding

DHL **Forsta**

Our customers share common challenges...

What is your top CX challenge?



DHL Global Forwarding is the freight forwarding arm of DHL, serving complex Air, Ocean, Rail, Road and Customs needs:

Air Freight

Move cargo quickly & reliably – including urgent same-day deliveries.

Road Freight

High-quality transport throughout Asia and Africa.

Ocean Freight

Flexible & cost-efficient, without compromise on quality or reliability.

Rail Freight

More cost-effective than Air, faster than Ocean, and environmentally-conscious.



167,000+

Customers supported every day

30,000+

Expert employees here for you

2.1 Mil+

Air Freight tons moved

3.1 Mil+

Ocean Freight TEUs moved

DHL Global Forwarding wants to be Customers' *Provider of Choice*...



- Capture feedback
- Take action
- Monitor impact
- Iterate and improve

Before the VOC portal there were 2 programs, 1 insight gap



Distinct Programs



Online Customer Satisfaction Survey (CSS)

- **Annual**, ran by Research Agency
- Extensive **insights** on Customer journey
- Confidential/independent, YOY results
- No systematic follow up, delayed results

Call Customers after interaction (Net Promoter Approach)

- **Ongoing** quick calls capture rating in internal tool
- Customers offered **call back by local Manager** for feedback

Results outside any reporting tools

What was missing?

Vision

- ✓ Allow customers to rate DGF *as and when they want* to across multi channels
- ✓ Avoid over-surveying
- ✓ Track satisfaction and loyalty trends real-time
- ✓ Local teams notified straight away for fast follow up
- ✓ Customer feedback actioned for effective improvements
- ✓ Learn and do something with feedback
- ✓ Respond quickly and effectively to iterate



Closing the insight gap with our Voice of the Customer portal

VOC PORTAL

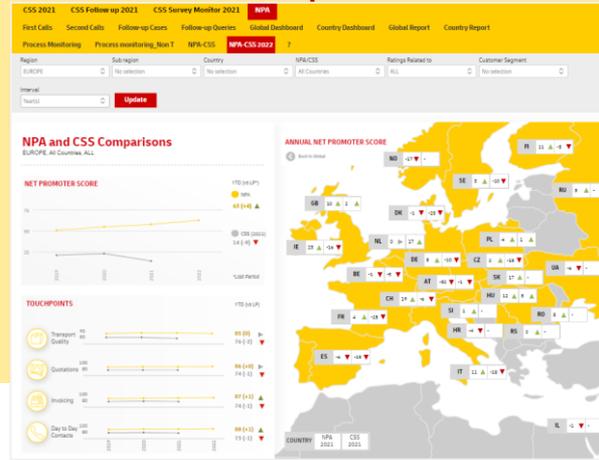
Customer Satisfaction Survey (CSS)

- Annual online survey
- Extensive insights across the Customer journey + Deep dives
- Confidential and independent: robust YOY results



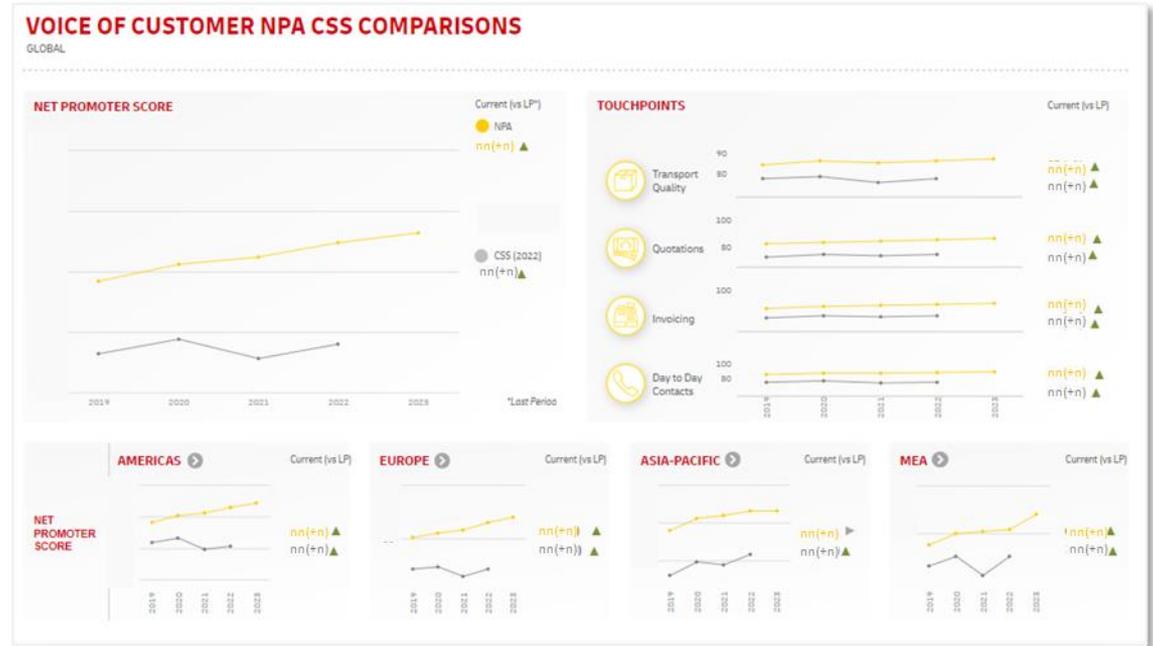
Net Promoter Approach (NPA)

- Ongoing telephone and online short survey and follow up
- Net Promoter Score & 5 key ratings, with direct, local action
- Pragmatic, ongoing, actionable, quick follow up



The Voice of the Customer portal captures, reports, and enables follow up of Customers' feedback

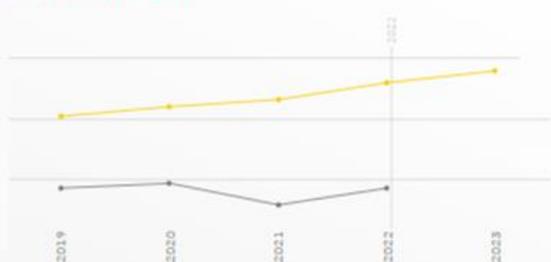
- ✓ Run **all year** allows Customers to feedback *as and when* they want to – online or telephone
- ✓ Customer Satisfaction **tracked all year** real-time, between the annual CSS, reported alongside
- ✓ Limit repeat invites to **not over-survey** Customers
- ✓ We take the **right, local action** based on feedback, ensuring Customers feel **benefits**



NPA and CSS Comparisons

EUROPE, All Countries, ALL

NET PROMOTER SCORE



Current (vs LP*)

● NPA

▲ nn(+n)

● CSS (2022)

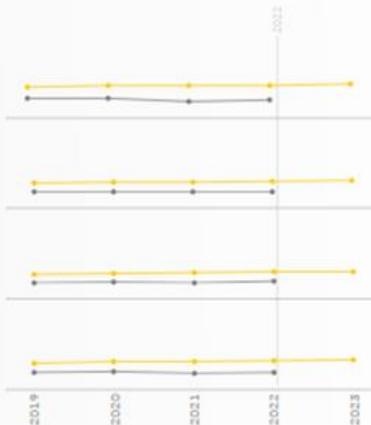
▲ nn(+n)

*Last Period

TOUCHPOINTS



Transport Quality



Current (vs LP)

▲ nn(+n)

▲ nn(+n)

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▶ nn(+n)

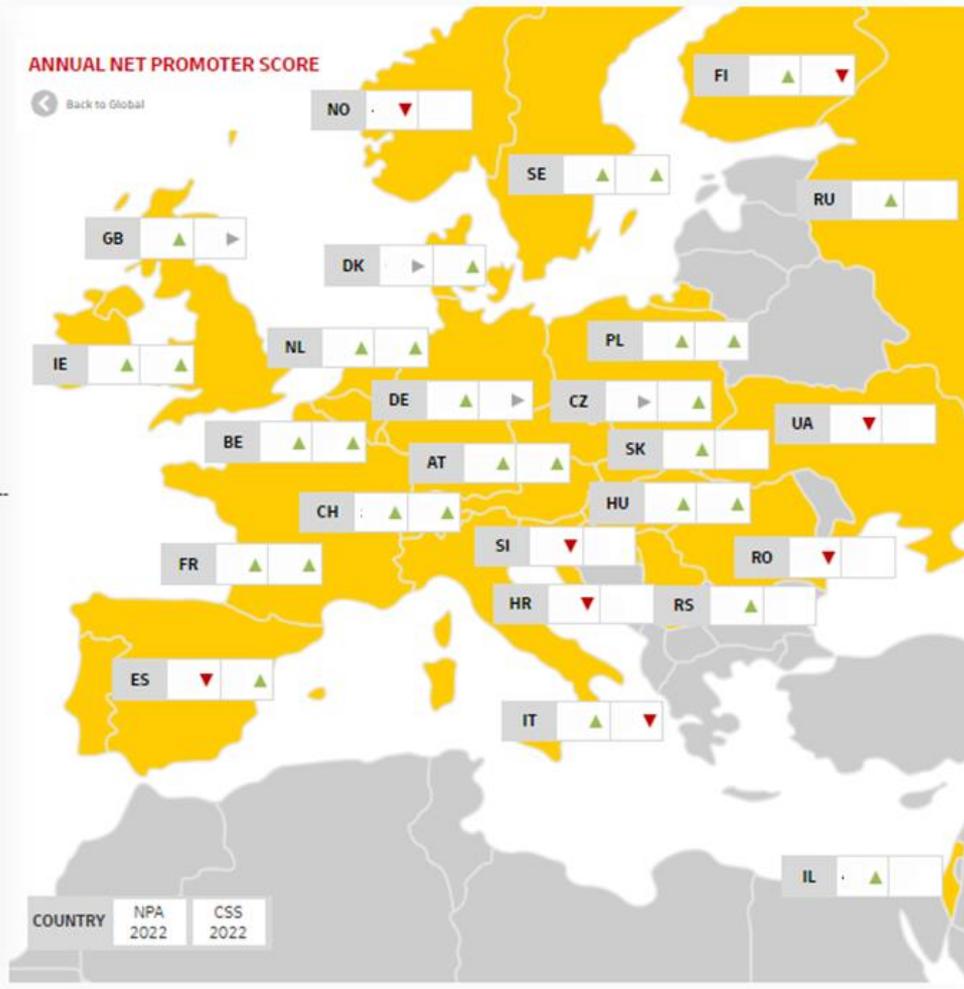
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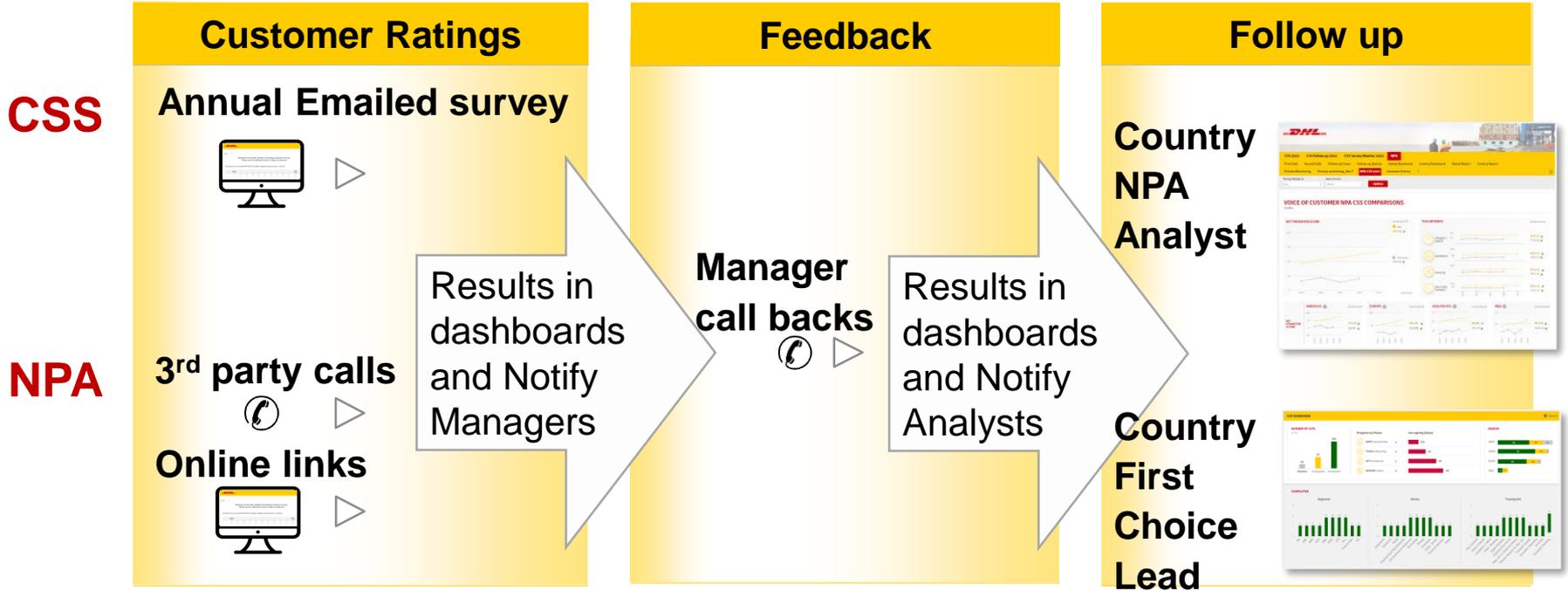
ANNUAL NET PROMOTER SCORE

◀ Back to Global



The Voice of the Customer portal captures Customer ratings and feedback, which can be quickly followed up and reported on

How the VOC works



FOR SURVEYING CUSTOMERS IN A STRUCTURED WAY IS THE MOST EFFECTIVE METHOD TO UNDERSTAND SATISFACTION, TO HELP KEEP CUSTOMERS LOYAL

Voice of Customer Approach

Philosophy:

- Monitor loyalty across entire Customer base throughout year
- Identify unsatisfied Customers
- Uncover pain points
- Act on feedback



VOC Tool:

- One tool for full process
- Simple and transparent
- Automatically informs when to act / what to do
- Real time reporting and tracks follow up
- Links to First Choice (6 sigma)



Approach:

- Allow Customers to respond *as and when they want to* all year
- Track Customer satisfaction and feedback
- Allow managers to react fast and effectively
- Gain quick wins, or leverage First Choice tools and experts

The Voice of the Customer portal (VOC) is DGF's tool to effectively capture and follow up on Customers' feedback

