

# DHL Creates Unified Global Customer Relationship Management System



DHL  
Plantation, FL  
www.dhl.com

## Industry:

Travel & Transportation

## Annual Revenue:

\$18 billion

## Employees:

170,000

## Oracle Products & Services:

Siebel CRM

## Key Benefits:

- Unified customer information and created a single, global, multi-channel view of each and every customer relationship
- Reduced the amount of time the sales force needs to spend on administrative duties
- Achieved an estimated 1% increase in revenue in one year

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– *Ulrik Topp, Global Sales Development Director, DHL*

DHL is known for its innovative use of technology and fast and reliable service. When DHL’s parent company, Deutsche Post World Net, consolidated its portfolio of businesses under the flagship DHL brand, the company made customer relationship management a top priority, creating a unified global system with Oracle’s Siebel CRM applications. These businesses included its courier and express operation, DHL; its parcel businesses, DP Euro Express, Airborne, and Loomis; and its logistics business, Danzas.

The integration of these separate organizations has created the world’s biggest express and logistics company, geared to provide customers with the most comprehensive service from one source.

“We see DHL as the Coca-Cola of transportation, ranked among the best-known international brands in the transportation sector,” said Ulrik Topp, global sales development director, DHL.

Prior to implementing the Oracle [Siebel] solution, each of the business units and countries had its own unique system for managing customer relationships, and the challenge for the “new DHL” was to integrate the highly fragmented sales and marketing processes inherited from the consolidation activity. DHL would only achieve its vision of a veritable “one-stop shop” for customers if it merged customer information locked away within each of its business units.

“We needed to replace overlapping products and processes with a streamlined, globally consistent approach to managing customer relationships,” Topp explained.

## **Coordinated, Real-Time Customer Understanding**

DHL is using Siebel CRM applications to unify customer information and create a single, global, multichannel view of each

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Global Sales  
Development Director  
DHL

and every customer relationship. The Siebel solution is used by more than 6,000 sales and marketing professionals in more than 220 countries and territories worldwide and helps to support them in efficiently and effectively selling express delivery and logistics solutions to more than 4.2 million customers, through whichever channel the customer chooses to use. The Siebel system assists DHL in executing compelling, multichannel marketing programs aimed at maximizing demand for domestic and international express services.

“Oracle’s Siebel CRM applications play a key role in allowing us to give our customers what they want: best-in-class service tailored to their specific needs, at the best value in the industry,” Topp said. “By providing a transparent view of the customer, Oracle [Siebel] helped DHL achieve an estimated 1% increase in revenue in 2005. These gains are derived from transforming the agility, efficiency, and effectiveness of companywide business processes. Oracle’s Siebel solution has also reduced the amount of time the sales force needs to spend on administrative activities, leaving them more time to devote to the customer. Marketing is equipped to deliver campaigns with the right message, to the right person, at the right moment in time.”

*In the 36 years since it created the air express industry with the first route from San Francisco to Honolulu, DHL has grown to become the world’s leading express and logistics company. DHL’s integrated international network links more than 220 countries and territories worldwide*