**Define CS, fit into CC**

**1. CUSTOMER SEGMENT(S)** `CS`

- Customer, delivery agent, DHL Manager.

**6. CUSTOMER CONSTRAINTS** `CC`

The world's transportation network have proved extremely adaptable in previous crises, with carriers moving assests ,altering routes .

**5. AVAILABLE SOLUTIONS** `AS`

Boost your international sales with DHL's market-leading e-commerce shipping solutions. Our supply chain solution improve efficiency.

**Explore AS, differentiate**

**Focus on J&P, tap into BE, understand RC**

**2. JOBS-TO-BE-DONE / PROBLEMS** `J&P`

- DHL Provides job offer in a variety of function – Operations,
- Corporate ,sales and Support.
- Customer Challenge.
- improve resources management and service quality.

**9. PROBLEM ROOT CAUSE** `RC`

- Turning supply chain disruption into opportunity.
- Digital technology on roads.
- Improving experiences, efficiency and resilience.
- A sustainable supply chain is a successful supply chain.

**7. BEHAVIOUR** `BE`

- The behavior of the consumers towards DHL is very much positive.
- DHL has filled a very important space in its market through its express delivery services.
- All the customers of DHL have complete trust in the service quality of the company and this is the company is leading in the industry.

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

**3. TRIGGERS**

Customers , offers for DHL products ,Attractive products, discounts. `TR`

**4. EMOTIONS: BEFORE / AFTER** `EM`

Before : The customers feel stress when they face a problem or a job and the customers feels Depressed  that how to solve that problem or a job.
After : The customer feels very happy and peace after solving the problem     EM

**10. YOUR SOLUTION** `SL`

. DHL logistics provides a  variety of logistics solutions including transport ,warehousing ,Management consulting ,E-commerce, integrated solutions .DHL logistics is used to shift the products from one country to another country.

**8. CHANNELS of BEHAVIOUR** `CH`

ONLINE
For checking the message that the courier has reached or not and visualizing the DHL logistics facilities analysis.

OFFLINE
Delevering the courier in offline mode.

**Identify strong TR & EM**