Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) — CS

- Customer, delivery agent, DHL Manager.

6. CUSTOMER CONSTRAINTS — CC

- The world's transportation network has proved extremely adaptable in previous crises, with carriers moving assets, 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.

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

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.

6

Identify strong TR & EM

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 feel 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
  Delivering the courier in offline mode.