

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>Customer, delivery agent, DHL Manager.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"> <li>The world's transportation network has proved extremely adaptable in previous crises, with carriers moving assets, altering routes.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"> <li>Boost your international sales with DHL's market-leading e-commerce shipping solutions. Our supply chain solution improve efficiency.</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>DHL Provides job offer in a variety of function – Operations,</li> <li>Corporate, sales and Support.</li> <li>Customer Challenge.</li> <li>improve resources management and service quality.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>Turning supply chain disruption into opportunity.</li> <li>Digital technology on roads.</li> <li>Improving experiences, efficiency, and resilience.</li> <li>A sustainable supply chain is a successful supply chain.</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>The behavior of the consumers towards DHL is very much positive.</li> <li>DHL has filled a very important space in its market through its express delivery services.</li> <li>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.</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <ul style="list-style-type: none"> <li>Customers, offers for DHL products, Attractive products, discounts.</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>DHL logistics provides a variety of logistic solutions including transport, warehousing, Management consulting, E-commerce, integrated solutions. DHL logistics is used to shift the products from one country to another country.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li><b>ONLINE</b> For checking the message that the courier has reached or not and visualizing the DHL logistics facilities analysis.</li> <li><b>OFFLINE</b> Delivering the courier in offline mode.</li> </ul>	Identify strong TR & EM
Identify strong TR & EM	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <p>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</p> <p>EM</p>			

