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

6

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