DHL eCommerce Master Data: Classification Guide

1. Customer Types (Definitions & Characteristics)

Classification based on commercial profile, strategic value, and engagement model.

Relationship Customers
Definition: Mid-sized B2B with ongoing commercial relationship. Growth-focused, moderate complexity, recurring volumes.
Aligned Sales Channel: Telesales, Field Sales

Strategic Customers
Definition: Top-tier accounts with high revenue/complexity requiring structured management. Long-term partnership focus.
Aligned Sales Channel: Major Account, Key Account

Resellers
Definition: Customers purchasing DHL services to resell as part of their own commercial offering. Indirect access to end shippers.
Aligned Sales Channel: Country Dependent

Retail / Cash Customers
Definition: Ad-hoc shippers without formal contract. Price-sensitive, low commitment, high volume potential.
Aligned Sales Channel: Service Points / Retail Offering

Multichannel / Digital Customers
Definition: Acquired/served primarily through digital journeys. scalable onboarding, limited manual effort.
Aligned Sales Channel: Multichannel

Partners
Definition: Organizations generating volume through ecosystem agreements rather than traditional shipping. Strategic alignment.
Aligned Sales Channel: Major Account, Key Account, Partner Managers

Internal Customer
Definition: DHL internal entities consuming services for internal purposes.
Aligned Sales Channel: Defined internally

DHL eCommerce Master Data: Classification Guide

2. Sales Channels (Explicit Definitions)

The primary method through which DHL engages, sells to, and manages customers.

Telesales
Definition: Remote, relationship-based selling via phone/video.
Purpose: Acquire, develop, and retain customers with moderate complexity (Portfolio: 500-1,000).

Field Sales
Definition: Consultative, in-person selling supported by digital tools.
Purpose: Serve customers requiring face-to-face engagement due to operational complexity (Portfolio: 100-150).

Major Account
Definition: Structured account management with cross-functional collaboration.
Purpose: Manage large customers with multiple sites or high operational needs (Portfolio: 45-95).

Key Account (KAM)
Definition: Executive-level strategic planning and long-term partnership.
Purpose: Strategically important customers with significant revenue/complexity (Portfolio: 2-5).

Multichannel
Definition: Scalable, low-touch digital sales coverage.
Purpose: Efficiently serve smaller or lower-complexity customers.

Service Points / Retail
Definition: Transactional channel for ad-hoc shipping.
Purpose: Serve low-commitment, price-sensitive shippers.

Partner Managers
Definition: Specialized management for ecosystem agreements.
Purpose: Strategic alignment and joint value creation.

DHL eCommerce Master Data: Classification Guide

3. Industry Sectors (Main & Sub-Categories)

Standardized classification for reporting and expertise alignment.

Automotive
- Aftermarket Retailers/Fast Fit
- Component Manufacturers (Tier 1/Tier 2)
- Commercial Vehicles
- Passenger Vehicles
- Tires

Chemicals
- Chemical Products (Manufacturing & Processing)

Consumer
- Consumer Durables (Furniture, Home)
- FMCG (Food, Toiletries, Cleaning)
- Media & Entertainment
- Perishables (Food)
- Print (Books, Newspapers)

Energy
- Oil & Gas
- Power & Utilities

Engineering & Manufacturing
- Agricultural Equipment
- Building Technologies
- Construction Equipment
- Industrial Manufacturing
- Mining & Infrastructure
- Transportation (Aviation, Rail, Marine)

Fashion
- Cosmetics
- Eye-wear
- Fashion & Apparel
- Luxury Goods
- Sports wear
- Watches & Jewellery

Financial Services
- Finance Service Provider (Accountancy)
- Insurance
- Investment Banking

Life Science & Healthcare
- Clinical Trials & CROs
- Healthcare Distribution
- Healthcare Services (Hospitals)
- Medical Devices

DHL eCommerce Master Data: Classification Guide

- Pharmaceuticals

Professional Services
- Consulting/Legal
- Logistics Services
- Postal Operators
- Service Provider (Laundry, Delivery)
- Transportation Services (Airlines, Taxi)

Public Sector
- Defense
- Education
- NGOs (Aid & Relief)
- Public Administration

Retail
- General Merchandise/Supermarkets
- Online Retailers & Marketplaces
- Specialty Retailers
- Tourism, Hotels, Restaurants (HoReCa)

Technology
- Components
- Consumer Electronics/Home Appliances
- Distributor
- Electrical Manufacturing
- Enterprise Computing
- Imaging & Printing
- Networking
- Semiconductor
- Telecom Operator

Other
- Unclassified industries (e.g., Farming, Timber)