

DHL Express Certified International Specialist

220

countries and territories

42

languages

100,000

employees certified

450+

hours of learning designed

300+

hours of film shot

Global Employee Opinion Survey increases:



+15%

for Understanding Strategy

+11%

for Employee Engagement

+11%

for Active Leadership

Challenge

How do you inspire and engage 100,000 people around the world to be insanely customer centric?

DHL Express realised that if they could answer this question they would stand head and shoulders above their competition.

Solution

For such a big challenge the answer was brilliantly simple.

Delighted employees mean delighted customers.

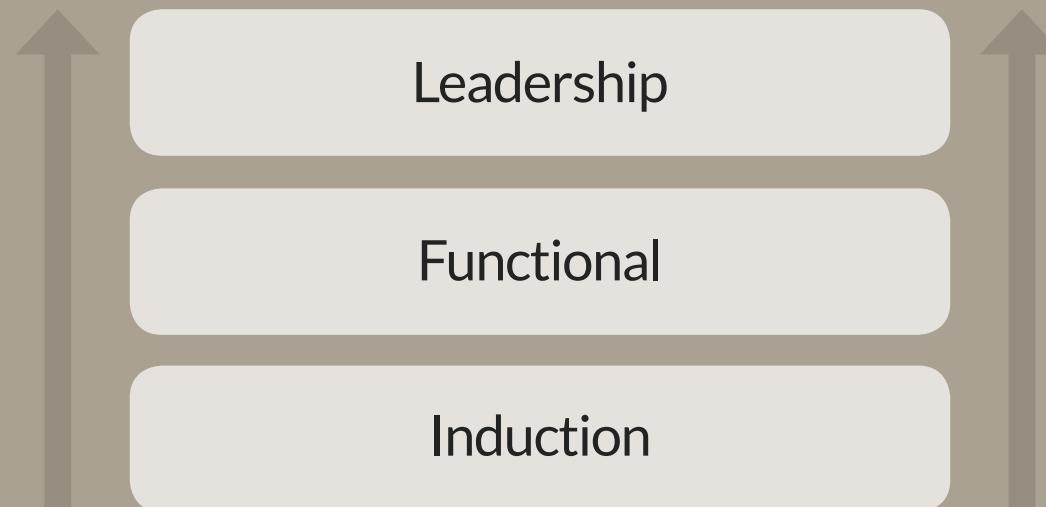
We re-engaged employees with the DHL Express brand and effectively created 100,000 brand ambassadors that are proud of their DHL Express.



This brand immersion included everything from induction through to leadership training. We have designed 450+ hours of learning and brand engagement over the five year partnership. They take their people seriously and so do we.



The CIS learning platform



Induction

A five-day, global induction programme comprised of:

CIS Foundation

A 1.5-day engagement event that was rolled out to 100,000 employees in less than 18 months.

This module tells the story of the DHL Express brand through a mixture of film; animation; high-energy activities and visually dynamic themed environments and materials. It builds passion, reinforces a customer-centric mindset, increases understanding of strategy and inspires confidence to want to deliver key actions back at work.



Welcome to my Country

A three-hour module which translates the key messages from the CIS Foundation course to each country, so they can 'think globally, act locally.'

Participants leave with a clear understanding of the DHL brand proposition through country-specific information and performance.

Cross-functional modules

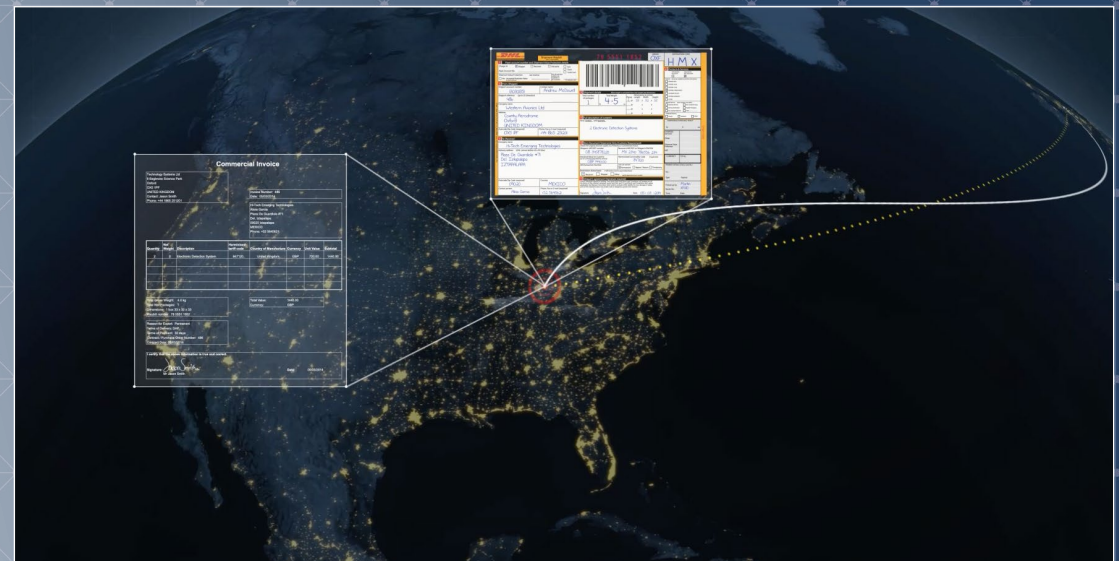
A series of cross-functional modules then take a deeper dive into the key messages from the CIS Foundation module, as well as exploring other topics that are business priorities such as security.

These were integrated with key internal customer site visits, which completed the five-day global induction.

Functional

After induction, employees go through a series of functional modules which go into more detail around their specific role and the behaviours associated with it.

For example: a 20-day customer service functional induction programme for DHL Express customer service professionals; a series of Network Operations modules, designed using an interactive Flash-presentation so that supervisors with no facilitator training can deliver them in team briefings.



Leadership

DHL Express recognised that leadership is a key ingredient to culture change so they asked us to design a development programme for their 10,000 global leaders.

Please refer to our 'DHL Express: Certified International Manager' for a detailed case study of the course.



Awards won

TJ *Awards*

Best Commercial programme
2012 Silver Winner



Best Learning Partnership
2012 Silver Winner

TJ *Awards*

**Customer Service
International Awards**
2013 Winner

TJ *Awards*

**Best Customer
Service Programme**
2014 Silver Winner

“NKD’s support and performance have helped them become truly embedded within our organisation. We treat them like they are part of us, part of the DHL Express family.”

Rick Jackson, VP Global Head of CIS



What we've learned from this project

"CIS is a true learning partnership. It's always about what's right for the client and working closely with them to design something amazing, whatever the need."



Andy Fisher, Learning Director