

Case Study

—

Retail network coordination
Deutsche Post / DHL



EIDOSMEDIA

Copyright Eidosmedia S.p.A. 2000-2019
All rights reserved.

Copyright Notice

Any information contained in this document belongs to Eidosmedia.
This document may not, in whole or in part, be copied or photocopied
outside Eidosmedia without prior written consent from Eidosmedia.
All trademarks and registered trademarks are the properties of their
respective owners.

Eidosmedia S.p.A.

Mac 7, Via C. Imbonati 18
20159 Milano
Italy
Tel. +39 02 36732000
Fax +39 02 36732999
info@eidosmedia.com
<http://www.eidosmedia.com>

TABLE OF CONTENTS

Background	4
Challenge	4
Solution	5
Outcomes	5

Background

Deutsche Post is the world's largest logistics group with over 500,000 employees in more than 220 countries and territories.

In its home market the organization delivers its services through over 15,000 'post-office corners', mostly located in other retail premises through a partnership arrangement. They offer a wide range of services from letter and parcel post to banking and new postage stamp issues.

The smooth running of the retail network depends crucially on efficient communication between Deutsche Post headquarters in Bonn and the managers and employees of the local offices. The channels of communication range from printed newspapers and magazines to an online 'partner portal'. There are also online training courses and manuals to keep partners up to speed with postal methods and procedures.

Challenge

Over time the quantity and variety of branch communications had grown to the point where it had become difficult to manage using conventional office applications and a standard portal system. It was difficult to keep track of what had been published and when, whether it need to be updated and which steps in the process had been carried out.



Solution

Deutsche Post were already using an Eidosmedia platform for their global workforce communications and they decided to adopt a similar solution as a branch coordination solution.

The new platform allows all types of communication with the branches to be managed from a single application space. All content passes through a four-step process from authoring and proofreading to validation and release, ensuring that it is correct and up-to-date.

The publication history for all content is visible at a glance and automatic alerts inform editors when material needs to be updated or retired. Where different groups of branches must receive varying types of material, the platform interfaces with Deutsche Post's CRM system to send the selected content to each outlet.

Outcomes

The new platform allows the partner branches to be served with a flexible programme of focused materials from printed bulletins and online training to product information and individual mailshots.

The highly automated delivery programme takes care of routine workflow and distribution details, allowing Deutsche Post staff to concentrate on the strategic management of the network.