

Excellence Award – DHL Express (Hong Kong) Limited 卓越獎 – 敦豪國際速遞 (香港) 有限公司



Report Summary

Provided by DHL Express (Hong Kong) Limited

Company Background

A leading global brand in the logistics industry, DHL connects people and businesses securely and reliably through an extensive network of 380,000 employees across over 220 countries and territories. It offers specialized solutions for growth markets and industries to enable sustainable trade flows worldwide.

Since 1972, DHL Express Hong Kong has served as a key hub for the Group's Asia Pacific market, having witnessed the city's transformation into a regional logistics powerhouse. 2022 marks our 50th anniversary as Hong Kong's Provider of Choice, empowered by our values and organizational culture that is wholeheartedly committed to service excellence and customer satisfaction.

Leadership

At the core of DHL's leadership DNA lies the mission to deliver Results without compromising on Respect – one that drives our management team to act with their Head, Heart, and Guts across all business decisions. It also underlines the importance of being results-oriented, focusing on clear priorities, and leveraging strengths for improvement.

DHL's Certified International Specialist (CIS) programme, which comprises a foundation course and specialised modules on operational functions such as sales and customs clearances, paves a pathway for employees to entrench themselves in the company. Within the programme, our Certified International Management (CIM) and Supervisory Modules instil them with DHL's key leadership attributes.

Strategy

In recent years, DHL has identified four trends that will be impacting the logistics industry, namely Globalization, E-Commerce, Digitalization, and Sustainability. The Group is building on these trends to harness the potential for profitable long-term growth, while simultaneously stepping up its digital transformation efforts.

報告摘要

本報告摘要由敦豪國際速遞 (香港) 有限公司提供

公司背景

DHL為領先全球的物流品牌，網絡遍佈全球220多個國家及地區，有38萬名員工。多年來以安全可靠的服務連繫大眾與企業，為各行業提供專業解決方案，維持貿易往來。

DHL Express 香港於1972年成立，一直是集團於亞太區市場的重要樞紐，見證香港蛻變成區內的物流重地。2022年踏入50周年誌慶，標誌著我們作為香港首選物流供應商的里程碑，全賴盡心服務、滿足客戶的企業文化。

領導才能

DHL以尊重和成果(Respect & Results)作為核心領導方針，管理層作任何業務決策時，均以智慧、熱忱和膽識(Head, Heart, and Guts)為首。此方針還能展現業績為本、專注優先項目和善用優勢追求進步的重要性。

「國際認證專家」課程包括基礎培訓及涵蓋多個營運部門(如銷售及清關)的專業培訓，讓員工能輕鬆應付不同崗位。此外，DHL還提供「國際認證經理」及督導員培訓，講授DHL重視的關鍵領袖特質。

策略

DHL意識到近年有四大趨勢(全球化、數碼化、電子商務及可持續發展)影響物流業，集團將會乘勢發展，把握機遇促進長遠增長，同時加快數碼轉型。

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Until the year 2025, DHL will be spending approximately EUR 2 billion on initiatives designed to enhance customer and employee experiences as well as boost operational excellence. At DHL Express Hong Kong, these initiatives include the deployment of our first fully-automated service centre in the city, an Artificial Intelligence (AI)-powered advanced quality control centre, and an inbound route search system to steadily optimize our services, processes, and standards.

Customers

DHL's Insanely Customer Centric Culture (ICCC) is a critical part of DHL Express Hong Kong. All our employees, be they in the frontline or behind the scenes, work 'As ONE' to consistently deliver exceptional customer service across all touchpoints.

The ICCC culture is clearly measured to ensure everyone delivers on DHL's customer promise every single day. Besides implementing a system to capture and analyze the Voice of the Customer to deliver great service, the Group also rolls out its Net Promoter Approach programme and regular customer surveys to track customer satisfaction holistically and identify areas for improvement.

Measurement, Analysis, and Knowledge Management

DHL Express's core business hinges on its main product, Time Definite International (TDI), which enables the reliable delivery of shipments at predefined times from door to door. Its key performance indicators (KPIs) involve keeping track of shipments across the world while monitoring ever-changing requirements and adjusting processes dynamically as and when needed.

DHL 計劃至 2025 年，投資約 20 億歐元提升客戶和員工體驗，加強營運效率。至於本地，DHL 在香港的首個全自動運作中心已投入服務，並引入以人工智能驅動的品質控制中心及自動路綫搜尋系統提升服務和效率。

客戶

DHL Express 香港的員工秉持以客為尊的文化，無論前線或後勤，均貫徹團結 (As ONE) 精神，於各接觸點為客戶提供優質服務。

此文化植根每位員工內心，並致力實踐 DHL 的服務承諾。集團不僅訂立制度收集及分析客戶意見，還透過淨推薦指數 (Net Promoter Approach) 計劃和定期進行客戶調查，了解客戶滿意度，力求進步。

評估、分析和知識管理

DHL 的核心產品為國際定時速遞服務，確保在指定時間完成點對點派送。DHL 其中一項關鍵績效指標是在追蹤各地貨件狀況的同時，監察多變的要求並作相應調整。



Established in Hong Kong since 1972, DHL grew with Hong Kong for the past 50 years and witnessed the city's transformation into a regional logistics hub.

DHL 自 1972 年在香港成立，五十年來與香港共同成長，見證著本港躋身區內主要物流樞紐。

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Besides conducting regular reviews of operational safety, compliance with standards, and the quality of services, DHL also maintains its competitive edge via an end-to-end Global Standard Operating Platform (GSOP), which facilitates benchmarking and comparability across entities. It also fosters a robust knowledge management ecosystem, where employees can learn topics of interest at their own pace via the DHL My Talent World online portal.

Workforce

Throughout the pandemic, DHL has managed to maintain its operational efficiency while prioritising its employees' wellbeing – with Safety First being its guiding principle. Besides allowing for flexible working arrangements such as a work-from-home (WFH) option, DHL also offers a job rotation initiative to help employees broaden their horizons and knowledge for professional growth. Its Management Trainee programme serves to cultivate future talent in the express industry, where fresh graduates can gain foundational skills in holistic Ground Operations know-how over 36 months.

Named one of the Best Workplaces in Hong Kong™ 2022 by the Great Place to Work® Institute for the seventh consecutive year, DHL Express Hong Kong has received many human resources-related accolades to date as a testament to its thriving workforce and high-trust, high-performance culture.

Operations

DHL's work processes are based on its Global Standard Operating Platform (GSOP), through which both customers and employees can be assured of consistency anytime, anywhere. Aside from encompassing the Order to Cash journey from end to end, the GSOP oversees anything from standard work

DHL 會定期檢視設施的營運安全、合規標準及服務質素，還在端對端的全球標準作業平台 (GSOP)，就各地的設施進行基準測試及比較，保持競爭優勢。此外，為建立強大的知識管理系統，各員工可透過 My Talent World 網上學習平台，按個人進度和興趣自我增值。

工作團隊

疫情期間，DHL 把員工健康放在首位，同時維持營運效率。除了提供在家工作選項，讓員工能彈性工作，員工亦可透過崗位輪換計劃，增進視野及知識，促進事業發展。此外，DHL 開設管理培訓生計劃，讓應屆畢業生在為期 36 個月的課程，全面掌握地勤運作的要訣，同時也為業界培育未來人才。

DHL Express 香港連續 7 年入選 Great Place to Work® 機構香港最佳職場™ 2022 名單的企業，同時在人力資源領域屢獲殊榮，足證其高度信任、高績效的工作文化備受推崇。

營運

DHL 主要使用 GSOP 處理日常工序，此平台能讓客戶和員工隨時隨地確保服務一致。除了訂單到收款的端對端流程，GSOP 還能全面監察標準工作流程、培訓、KPI，以及 IT



Our reputation as the Provider of Choice rests on a workforce that is wholeheartedly committed to customer excellence.

我們倚賴一群竭誠服務客戶的員工，成就 DHL 為客戶心目中的首選供應商。

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procedures, training, and KPI measurements to the interoperability of IT systems and the streamlining of equipment to facilitate portability and productivity.

DHL also adopts the First Choice programme, which involves constantly reassessing our work to make structured and sustainable improvements, so we can create value for customers by staying agile and adapt responsively to their changing needs.

Even before the pandemic, workplace safety for employees has always been a priority for DHL. In addition to complying with relevant government regulations and industry standards, the Group follows a holistic management process for risk and continuity planning to ensure the best possible outcome for all stakeholders – even in emergencies.

Results

In 2021, DHL Express Hong Kong saw a significant increase in revenue and shipment volume, particularly in the e-commerce segment, where double-digit growth was recorded year on year. To meet surging demand, our On Demand Delivery service offered flexible support for last-mile deliveries. Currently, the service has an expanded network of over 800 collection points – a significant increase from the 30 we launched with in 2017.

In 2022, we introduced our first-mile delivery service via DHL Lockers, giving customers who are unable to visit DHL ServicePoints during operating hours a more convenient way to drop off their packages at nearby locations.

In addition to service enhancement, we have upgraded our own facilities to prepare for the sustained upward trend in e-commerce. Upon the completion of our Central Asia Hub's three-phase expansion plan in late-2022, we are poised to handle six times more shipment volume than when it was established in 2004. Our fully automated, state-of-the-art service centre is also set to boost our robust infrastructure further.

This year, DHL Express Hong Kong was honoured by a host of reputable organisations with the Customer Relationship Excellence Awards and the HKCCA Mystery Caller Assessment Award, among others.

Moving forward, DHL will be pressing on in our sustainability journey, aligning our goals with the Group towards net zero emissions by 2050.

系統的互通性及設備的流暢性，讓運作更加便捷、提升生產力。

透過 First Choice 計劃，DHL 能持續評估公司表現，制定有系統及可持續的改善方案，從而靈活回應客戶的需要，締造價值。

在疫情前，DHL 一直視提供安全的工作環境為要務。除了遵循政府法規及業界標準，集團亦恪守嚴格風險管理及業務連續性的規劃，確保在緊急狀況下，仍能為所有持份者爭取最佳利益。

業績

2021 年，DHL Express 香港的盈收及貨運量顯著提高，電子商務方面更按年錄得雙位數增長。鑒於電子商務的蓬勃發展，公司已推出自訂派件服務為最後一哩運送提供彈性支援，目前此服務的覆蓋網絡更增至逾 800 個取件地點，遠超 2017 年面世時的 30 個。

2022 年，我們更增設 DHL 智取櫃寄件服務，方便未能於營業時間前往 DHL 速遞中心寄件的客戶，使用就近的 DHL 智取櫃寄件。

除了精益求精的服務，我們還以升級設施迎合電子商務的升勢。DHL 中亞區樞紐中心第三期擴建工程年底竣工後，貨件處理量將比 2004 年落成時提升六倍，而我們在港的首個自動化運作中心，也讓我們物流網絡更強大完善。

今年，DHL Express 香港獲多個知名機構頒發殊榮，如傑出顧客關係服務大獎及神秘客戶評審大獎等。

展望未來，集團將繼續推動可持續發展、實現集團使命，銳意在 2050 年達到淨零排放。