



## DHL enhances its Parcel Service Point Network with Trimble MAPS

### OVERVIEW

DHL Sweden's Service Point network is made up of over 1,400 parcel pick up and return centres, conveniently located inside grocery stores, kiosks and petrol stations and staffed by thousands of service personnel across the country. With this service, customers can choose where their packages are delivered which means that they are not required to travel out of their desired areas.

With the incorporation of the Trimble MAPS solution, DHL Sweden has enhanced their Parcel Service Point Network, making it easy and simple for customers to locate the nearest parcel centre – certifying DHL position as market leaders.

### THE CHALLENGE

During peak times in the year, where there are increasing levels of demand, DHL needed a way to quickly add new pop-up Service Points to the map data, so that customers could easily locate their closest location to direct and collect their packages. At the time this process was extremely complicated and used a lot of internal resources.

Also, for customers not at home when packages were due to arrive they wanted to feel comfortable that they could divert their package to a secure place and arrange pre-authorized of a friend or family to collect their parcel.

Lastly, customers wanted a way to find detailed service information for each package such as; postage restrictions (package size, weight) as well as shipping options (international and national consignments). However, at the time, the previous software provider was unable to accommodate these requirements. Which resulted in packages being lost, stolen, delivered to the wrong location, or to the incorrect recipient.

**Therefore, DHL began working with Trimble MAPS by integrating with its powerful configurable logistics software, SmartDelivery, built using the suit of commercial mapping, routing, navigation, and location APIs from the platform which is specifically designed for the parcel sector.**

## THE SOLUTION

DHL was able to create a bespoke, future-proof parcel tracking, and map visualisation solution that immediately enhanced DHL's customer service processes, therefore, allowing them to continue to deliver exceptional customer service across Sweden.

### New MAPS for a Better Customer Experience

DHL found success by leveraging the Trimble MAPS complete suite of capabilities including its online map editing tool, MapExact. The solution provided excellent visualisation of embedded high-quality maps, that can be easily customised to suit the various styles, controls, markers and custom content, such as the Service point information. This provided DHL with complete control of their map data, and the ability to manage all their custom map content including keeping Service Point locations and service availability up-to-date.

This capability is especially useful in Sweden, where postcodes change frequently. All updates are confidential and remain in-house with DHL Sweden, so they can continue to build upon their custom map layer to support future business needs.

Using the solution, Customers were able to use their national online ID card system or register with a third-party citizen identification solution to arrange collection of their valuable packages at their ServicePoints.

### A Hassle-free, Reliable Workflow

The solution immediately began filtering out many of these complexities within the back office, in fact optimising DHL workflows improved efficiency and reduced cost by ensuring that all available resources productivity as it became easier to organize packages and communicate updates accurately to customers.

## THE RESULTS

- ▶ Improved efficiencies and reduced cost by ensuring that all available resources productivity
- ▶ Supporting customer requirements and exceeding expectations
- ▶ Package security and advanced proof of delivery
- ▶ Competitive edge

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**Trimble helped us build our competitive position in the parcel distribution industry, thanks to its simplicity, speed, and accuracy. The process that the staff has to go through for each transaction at a service point is both fast and easy, which is important when there are queues and at various seasonal peaks.”**

**– Jonas Lindell**

*Managing Director of DHL Sweden*



## HISTORY

### Optimise Operations with a Suite of Trimble Solutions

DHL began using Trimble's workflow management system to help manage their parcel flow efficiently. The system helps them to register and track parcels, perform electronic identification checks, trigger text notifications to recipients and then helps the recipients to find the closest DHL Service Point. After several years and multiple upgrades, it continues to improve the speed and performance of DHL's operations.

Trimble MAPS capabilities are key technologies behind DHL Sweden's exceptional customer service. Like most Trimble technologies they are designed to seamlessly integrate with other products, along with most transport management and logistics management workflows.

Trimble MAPS enjoys an ongoing partnership with DHL Sweden, and we continue to help them find efficiencies within their operations and further improve their customer service.