

# Baltic Brand Conference

## «How brands struggle or win»

### Digital Revolution – Customer Loyalty

16/04/2015



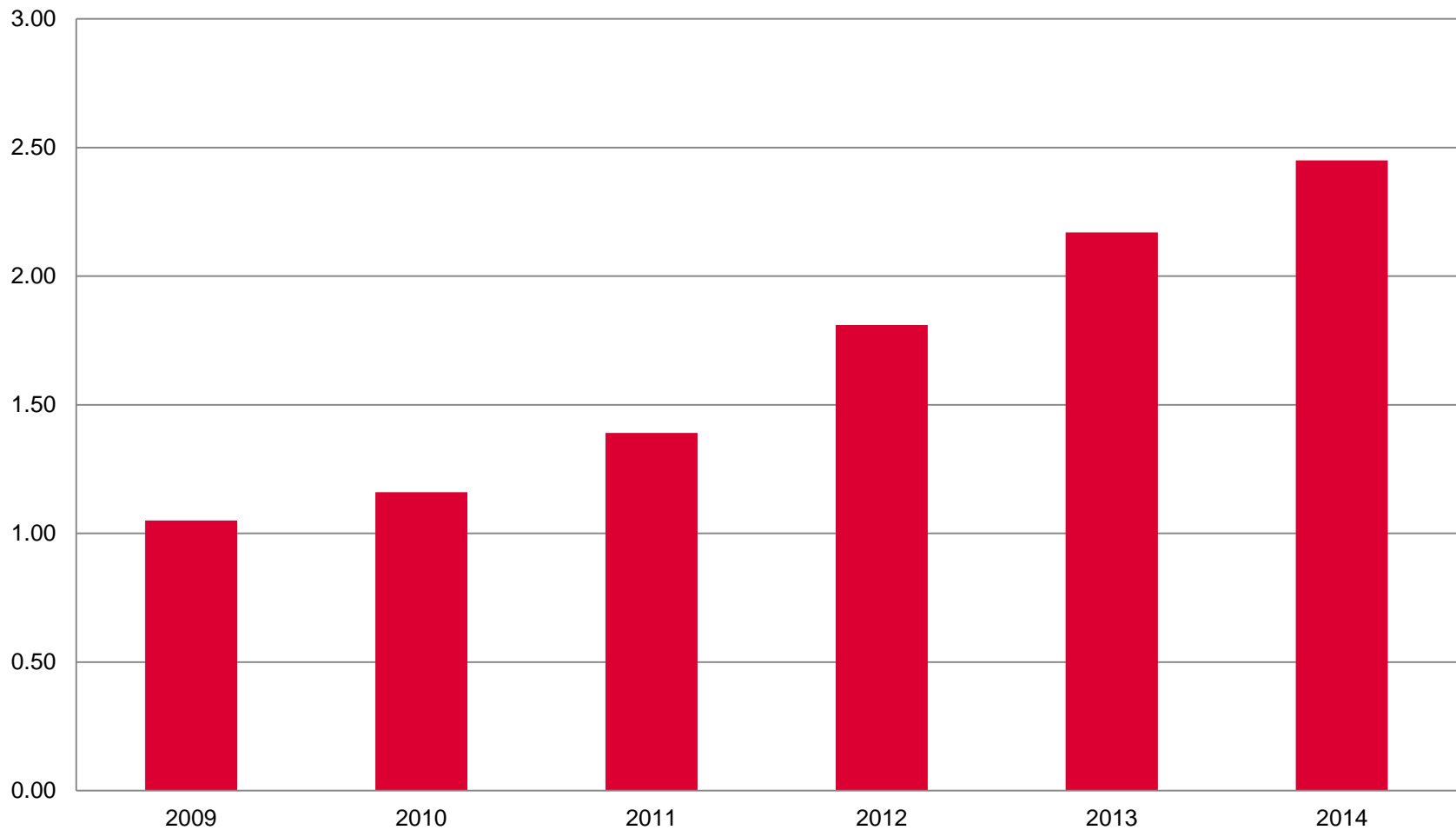
# DPD Latvia

- More than 16 years experience in domestic and international parcel shipping
- Market leader in B2B and B2C deliveries with 46% of total shipment volumes
- Pickup Parcel Shop network contains 162 pick-up and drop-off points throughout Latvia
- 97% of customers would suggest DPD Latvia services to others
- Certified by ISO 14001 and ISO 9001 standards.
- VIP customer service with assigned specialist for Key accounts.



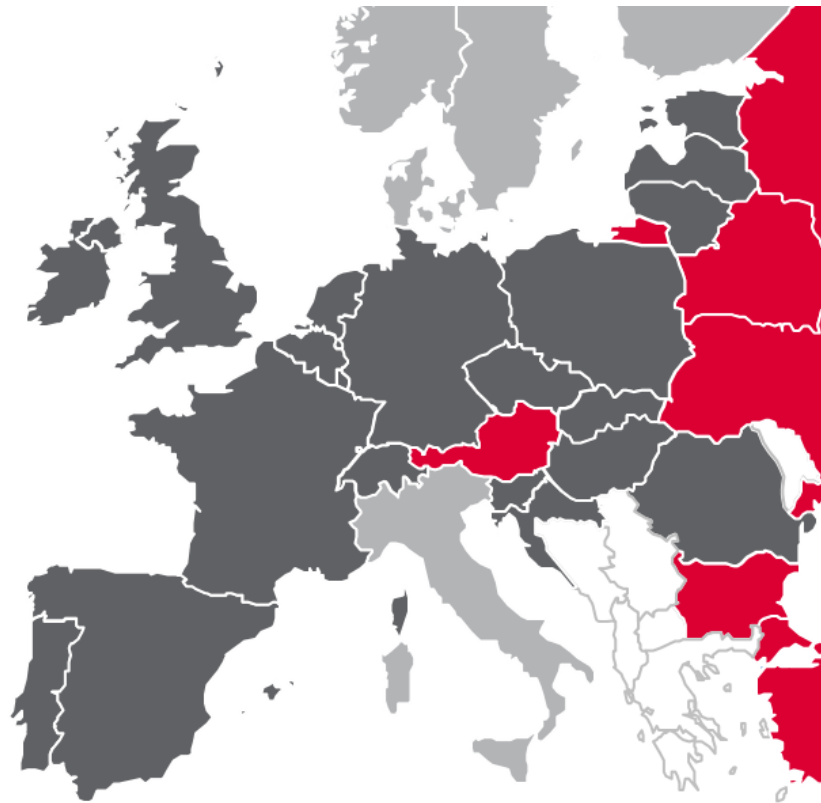
# DPD Latvia shipments from 2009 to 2014

Number of shipments (millions)



# DPD Group in Europe

#2 in the European CEP market



- Majority shareholding
- Minority shareholding
- Agreement

Employees

26,000

Parcels delivered  
each day  
(in million)

3

Presence in  
Europe  
(Number of  
countries)

26

Numbers of Pickup parcel  
shops

16,000

# A new brand identity since 18th of March, 2015

Capitalising on the reputation en power of the DPD network

Launch of a new DPD logo



Creation of DPDgroup, new brand for the international network



# A new visual identity

All Business Units across Europe unite under the banner of DPDgroup

## Our Group



## Our holding



## Our international network



Parcel delivery network of *GeoPost*

## Our commercial brands



## Our service signatures

Predict Pickup

# The new image of DPDgroup network



# VIDEO





What insures our customers loyalty  
in todays digital age ?

Our employees personality defines how we want to behave, how we act and communicate

## Personal

We enjoy making a connection, and go out of our way to know and understand people's needs.

## Responsive

We're good listeners, quick to understand and adapt, and will always find the best way of doing things.

## Straightforward

We keep things clear and simple, removing complexity and uncertainty wherever we can.

## Can-do

We're driven by our positive outlook, dedication, and sense of fulfilment in getting the job done well.

# How we are doing it ?

Do we want that our customers are feeling like this working with our programmes ?

DPD SSA

Customer Shipment Manifest creation - shipment search Pickup order Collection request Bank Definition File Imp

Save/print Save Delete Print New Sub shipment Edit Shipment profile Campaigns Label start position

SSA330 - Shipment creation

Sender  
Address: LIEPKALNIO G. 180 VILNIUS 02121 Country / Zip Code / City: LIETUVA 02121 VILNIUS

Receiver  
Reference: Country: LIETUVA  
Name: testas City: VILNIUS  
Name 2: testas Street / House no - Flat: LAISVES PR. 3  
Contact Name: Zip code: 04215

Shipment information  
Reference 1: Reference 3:  
Reference 2: Reference 4:

Main products  
☐ B2C ☐ DPD 10:00 ☐ DPD 12:00  
☒ DPD CLASSIC ☐ DPD GUARANTEE ☐ DPD MAX  
☐ DPD SAME DAY ☐ DPD SIUNTŲ TAŠKAS /

Additional products  
☐ COD ☐ DOKUMENTŲ ☐ PAKETIMAS / SWAP  
☐ PRISTATYMAS

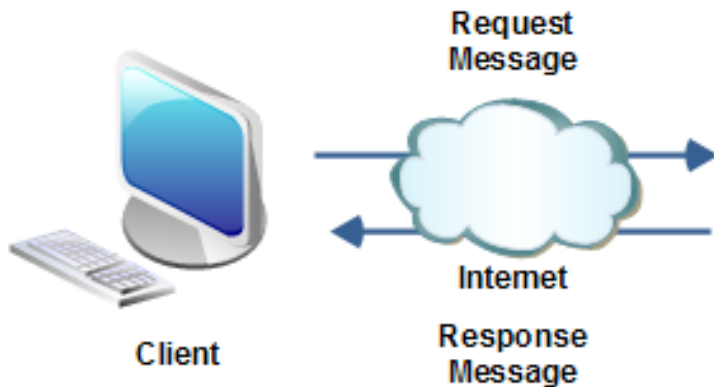
Additional information

Parcels

Parcel number	Reference1	Reference2	Reference3	Reference4	Weight (kg)	Length
1					0.00	0



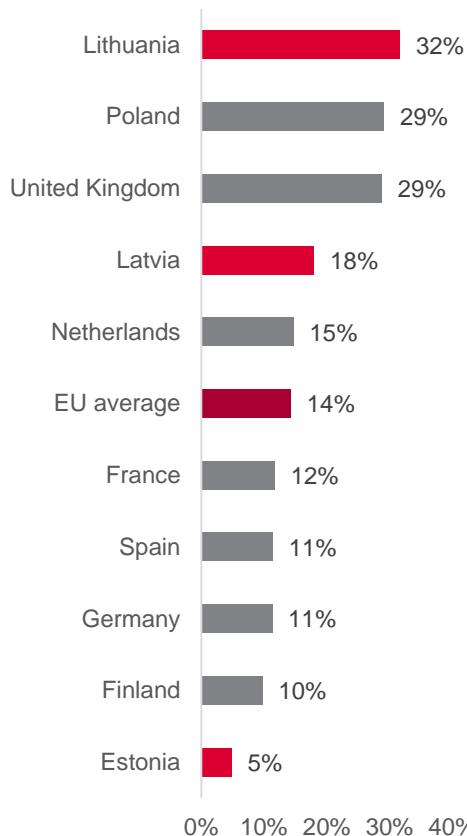
We want to let them feel like this..



# How we are doing it ?

Regular market researches in Europe and in Domestic market  
It helps to understand demanding B2C customers expectations

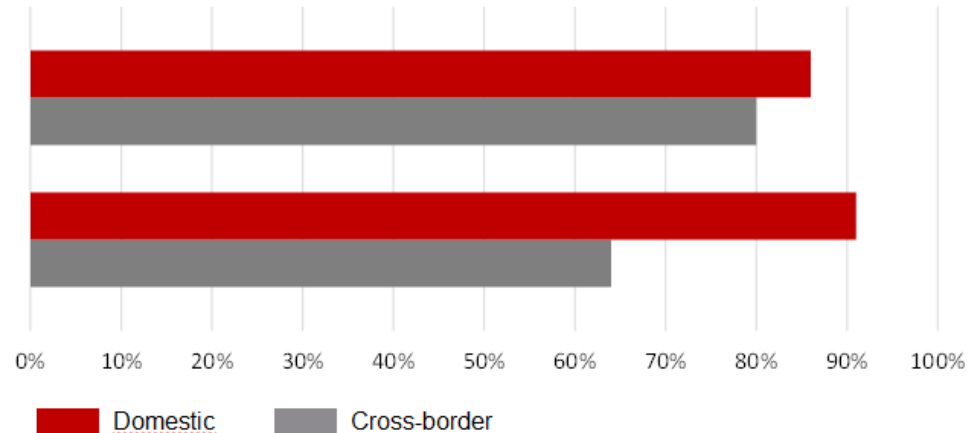
% growth of cross-border B2C export parcels in 2013



## On cross-border “Diversity” is more important than “Price”

Wide range of different delivery service options with different price levels

Limited range of delivery service options but at a low costs



Note: % e-retailers that have answered the question "How important to your business do you consider the following features of delivery services?" with "somewhat important" or "very important".  
Source: Copenhagen Economics, E-retailer survey



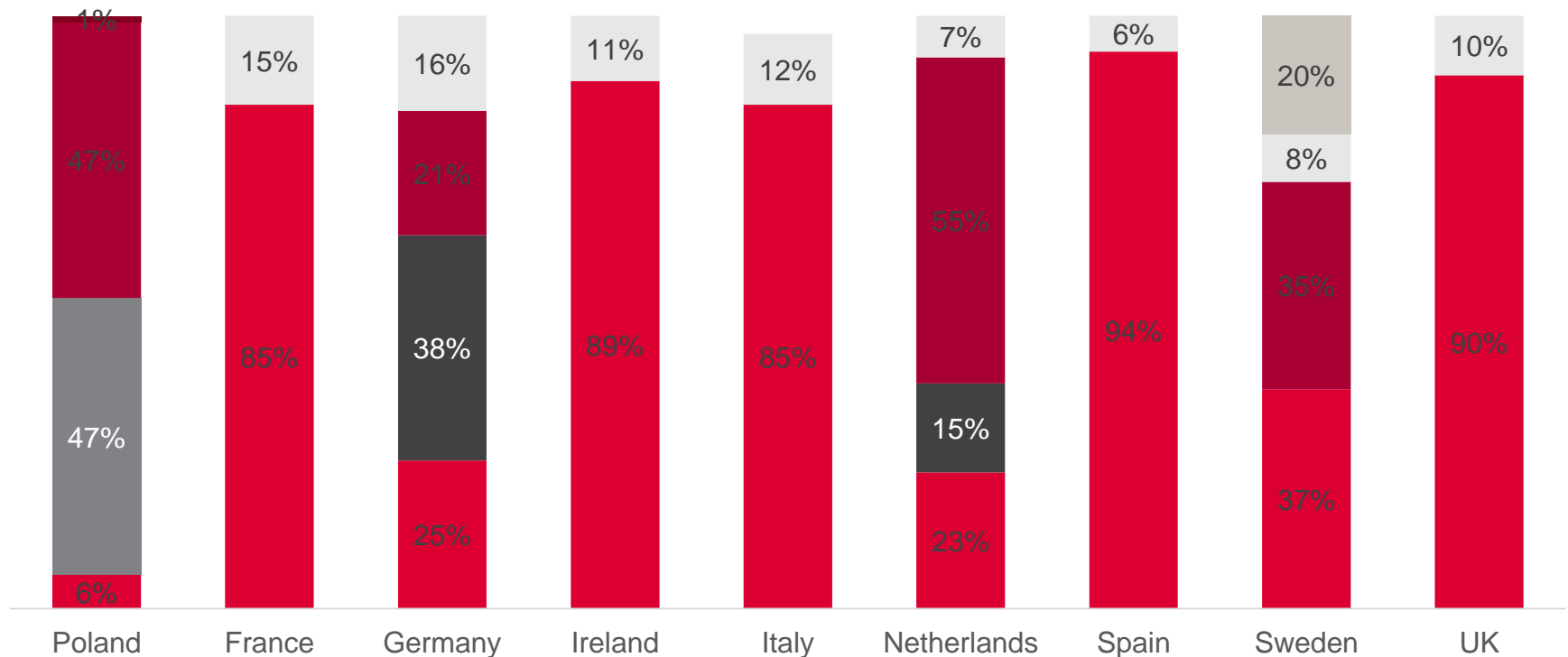
Traditional carriers have to improve their services on both sides of the B2C value chain:

- Tailor made solutions for e-retailers (e.g. e-commerce kit)
- Further flexibility, real-time tracking, visibility for the consignee and easy returns

# People pay their online shopping differently across Europe

## Online Payment methods across Europe

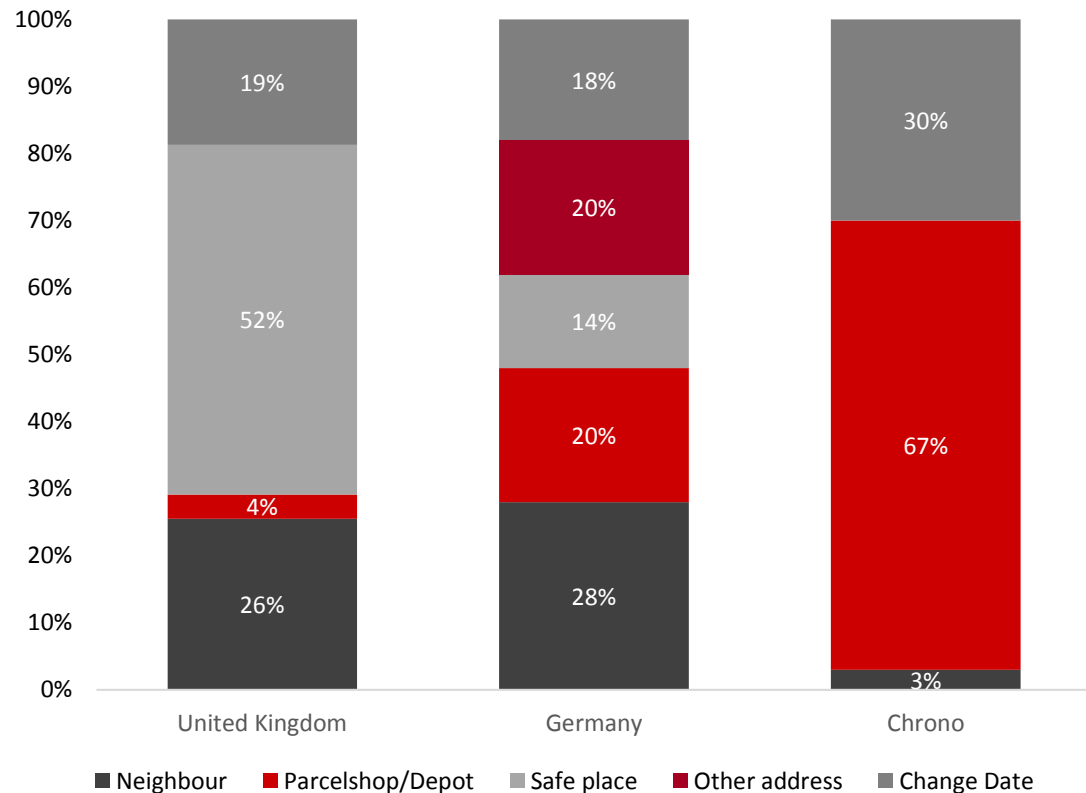
■ Card ■ COD ■ Direct Debit ■ Direct Transfer ■ E-Wallet ■ Invoice ■ SMS



Sources: Ayden Report 2013, bank of Poland

# People do not interact the same way with the delivery of their parcel in Europe

When consignees receive the message announcing that their parcel can be delivered today at home...





# In Latvia for B2C customers we offer:

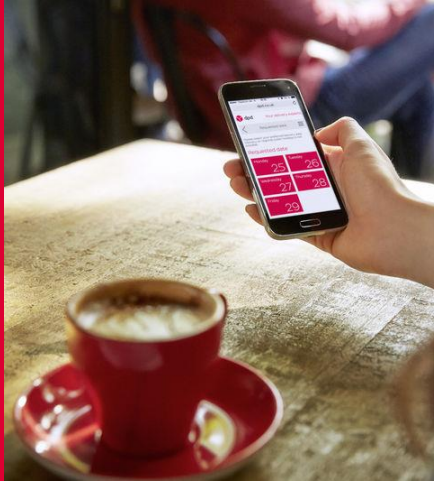
- COD (Cash on Delivery)
- IDM (Interactive Delivery Management)
- ID check
- Return of documents
- Deliveries in 3 time frames
- Deliveries to 162 Pickup points
- Saturday deliveries in all Latvia territory
- Same Day B2C deliveries and to Pickup points in Riga
- Additional loading
- Reporting about delivered/not delivered statuses
- Support for mutual IT integration processes

# Predict\*

## Four specific features

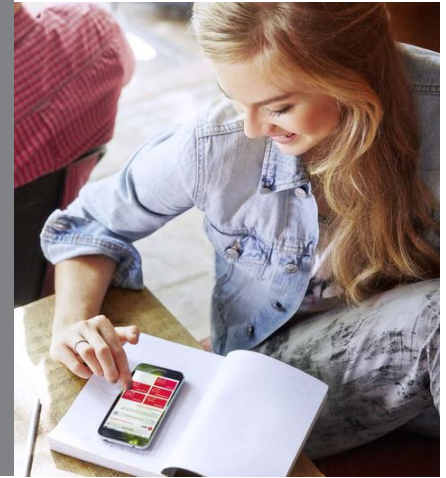
### Advanced Notification

The consignee is informed in advance of the delivery about the expected delivery day by SMS or email.



### Time Window

The consignee is provided with the expected delivery time window (min. 1 hour time window across all Europe).



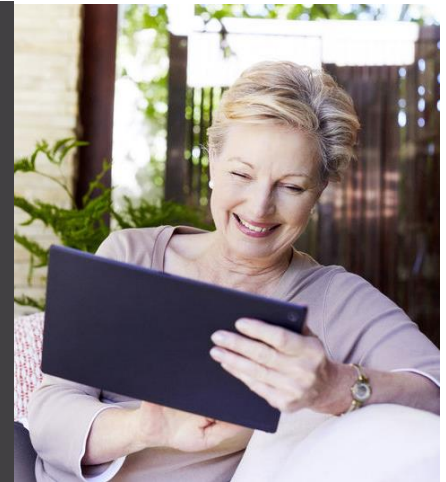
### Inflight options

The consignee is offered the possibility to change the date of the delivery and the place of the delivery (delivery to a neighbour, to a Pickup parcelshop,..)



### Live Tracking

The consignee can follow the delivery in progress on a map via internet (already implemented in the UK and Germany and will get further implemented across Europe)



\* In Latvia will be launched until the end of 2015

Predict



# Four service commitments for how we act with customers



Care about the person, not just the parcel

We show genuine interest and take personal responsibility for every customer relationship

Think ahead and act fast to reassure

We take initiative to anticipate problems and quickly find helpful solutions

Recognise and respond to each customer's need

We focus on what really matters to each customer, and find ways to adapt

Create a smile with every customer contact

We are always friendly and open to making a personal connection

# How to measure ?

- Every morning, weekly and monthly quality and service performance reports
- Balance score cards
- Customer satisfaction surveys (immediate feedback via TNS tool)
- Different market researches
- Press, TV, internet un social media monitoring
- Participate in «Good service» events and win 😊



Thank you 😊

