



A Study on Analytics & Sales Management of DHL Marketing

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ABSTRACT

In the dynamic landscape of modern business, the integration of analytics into sales management practices has become increasingly essential for companies seeking to maintain a competitive edge. This study delves into the application of analytics in sales management within the context of DHL Marketing, a global leader in logistics and supply chain solutions.

The research employs a mixed-methods approach, combining qualitative interviews with quantitative data analysis, to explore how DHL Marketing leverages analytics to optimize its sales processes. Through interviews with key stakeholders and analysis of sales data, the study investigates the strategies, tools, and technologies employed by DHL Marketing to enhance sales performance, customer engagement, and overall business outcomes.

Key findings reveal that DHL Marketing utilizes advanced analytics techniques such as predictive modeling, data visualization, and machine learning algorithms to gain actionable insights into customer behavior, market trends, and sales performance metrics. These insights enable the company to identify growth opportunities, refine its sales strategies, and personalize customer interactions, ultimately driving revenue growth and enhancing customer satisfaction.

Furthermore, the study highlights the importance of a data-driven culture within DHL Marketing, where decision-making processes are informed by empirical evidence and analytical insights. The company fosters a collaborative environment that encourages cross-functional collaboration between sales, marketing, and analytics teams, facilitating the seamless integration of data-driven practices into sales management processes.

Overall, this study contributes to the existing literature on sales management and analytics by providing a detailed examination of how a leading global organization like DHL Marketing leverages analytics to drive sales effectiveness and business performance in the highly competitive logistics industry. The findings offer valuable insights for practitioners seeking to harness the power of analytics to optimize their sales operations and achieve sustainable growth in today's rapidly evolving marketplace.

DHL in India In 1981, DHL Express India Pvt. Ltd was established. It's head office is located in Sinamangal, Kathmandu India. DHL is present in over 220 countries and territories across the globe making it the most international company in the world and India is one of it. DHL is the first air express company to formulate plans to use state of the art packet-switching to track packages and aid communication between DHL staff. DHL Express India operates with futher 5 branches in different locations of Kathmandu valley. New Baneshwor, Bouddha, Kamaladi, Lazimpat, and Kuponhole are the places where its branches are located. DHL has its branch at Pokhara, which is the only service center outside the Kathmandu valley. DHL is the modern form of traditionally practiced courier service. Services provided by DHL are making people life easier and comfortable. India's market is too small compared to the other countries but still DHL India has been successfully running over periods of time and providing excellent service to the customers.

Services provided by DHL

DHL is a multinational company that helps to transfer goods and services from one place to another. It provides various services to its customer like shipping, tracking and delivery services. It has broad range of services to match the shipping requirement of the customer. It provides shipment insurance services for the security of goods and services. It also offers economic option for less urgent and heavier deliveries. It services is fast and reliable. It provides services at low cost by cloud fulfillment. It provides financial protection to their customers against all risk of physical shipment loss or damage from any external cause. DHL offers 16 the best express delivery service regardless of distance, to its customer. It also provides electronic Proof of Delivery (POD) to ensure the customer that their goods are delivered. The customer can also track their goods and services. It provides 10% discount to cash customer whereas for regular customer it provides 30% to 40% discount offer. Furthermore, it stands alone as the global leader and is differentiated from its competitors by placing a consistent emphasis on customer care and an individualized services with advanced technology and the largest geographical reach, combined with later pickup and earlier delivery times a wide range of products and services are available. It provides services to more than 200 countries. It provides international services like money back guarantee and provide guides to duties and taxes.

It provides optional services like:

- I. Shipment re-direct
- II. Nonstandard shipment
- III. Electronic signature
- IV. Packaging
- V. Go green climate neutral
- VI. Go green carbon estimate
- VII. Go green carbon footprint
- VIII. Delivery option and so on. Besides this, it also provides transportation services like Air freight, ocean freight, roads and rail freight, intermodal and multimodal transport, industrial project transportation, trade fair and events, carrier and dedicated transportation management. 17

SWOT ANALYSIS**STRENGTH:**

- I. Large Network
- II. Innovation
- III. Strong Brand Equity
- IV. Excellent Financial Position.

WEAKNESS:

- I. Require Heavy Investment
- II. Dependence on External Agencies.
- III. Poor Marketing

OPPORTUNITY:

- I. Emerging Market
- II. Inorganic Growth
- III. Ecommerce

THREATS:

- I. Competition
- II. Economic Slow-down
- III. Local Players

Introduction

DHL was founded in 1969. On 25 September, Adrian Dalsey, Larry Hillblom and Robert Lynn (the D, H and L in our company name) incorporate DHL. The company begins by operating a door-to-door express delivery service, transporting documents only between San Francisco, California and Honolulu, Hawaii. It's headquarters is at Bonn, Germany. DHL is present in over 220 countries and territories across the globe, making it the most international company in the world. With a workforce exceeding 350,000 employees, they provide solutions for an almost infinite number of logistics needs. DHL is part of the world's leading postal and logistics company Deutsche Post DHL Group, and encompasses the business units DHL Express, DHL Parcel, DHL E-Commerce, DHL Global Forwarding, DHL Freight and DHL Supply Chain.

History of DHL

DHL express is a division of the German logistics company Deutsche post DHL providing international express mail service. Deutsche post DHL is the world's largest logistics company operating around the world, particularly in sea and air mail founded in the united states in 1969 to deliver documents

between San Francisco and Honolulu. The success of FedEx prompted their own into US expansion starting in 1983. DHL expanded service to the countries that could not be served by any other delivery service, including Cuba, South Union, Eastern bloc, Iraq, Iran, China, Vietnam, and North Korea. In 1998, Deutsche Post began to acquire DHL. It completely purchased DHL in 2002. Today, DHL Express shares its DHL brand with other Deutsche Post business units, such as DHL Global Forwarding and DHL Supply Chain. Larry Hillblom met with MPA sales man Adrian Dalsey and they planned to expand MPA's concept of fast delivery to other business enterprises. They flew between Honolulu and Los Angeles, transporting bills of lading for their first clients, searain lines. Hillblom put up a portion of his student loans to start the company, bringing in his two friends Adrian Dalsey and Robert Lynn as partners, with their combined initials of their surname as the company name (DHL). They shared a Plymouth Duster that they drove around San Francisco to pick up the documents in suitcases. As the business took off, they started hiring new countries to join the company. Their first hires were Max and Blanche Kroll, whose apartment in Hawaii becomes the maxes shift flop house for their countries. In the 1970s DHL was an international delivery service. DHL is only one Courier Company offering overnight service. The only competitor in the market was FedEx which didn't open its first international service until 1981. It expands to Toronto, Ontario, Canada. The domestic market was extremely

Recommendations

Recommendations for a study on analytics and sales management within DHL Marketing would aim to enhance sales effectiveness, optimize operations, and drive business growth. Here are some recommendations:

1. **Integration of Advanced Analytics Tools:** DHL Marketing should continue investing in advanced analytics tools and technologies such as predictive modeling, machine learning, and data visualization. These tools can provide deeper insights into customer behavior, market trends, and sales performance metrics, enabling the company to make more informed decisions and identify untapped opportunities.
2. **Data-driven Decision Making:** Encourage a culture of data-driven decision-making throughout the organization. This involves ensuring that sales, marketing, and analytics teams have access to relevant data and are equipped with the skills to analyze and interpret it effectively. By embedding data-driven practices into everyday operations, DHL Marketing can optimize sales strategies and improve overall performance.
3. **Personalized Customer Engagement:** Leverage analytics to personalize customer interactions and enhance the customer experience. By analyzing customer data and preferences, DHL Marketing can tailor its sales and marketing efforts to meet the unique needs of individual customers, leading to increased satisfaction and loyalty.
4. **Cross-functional Collaboration:** Foster collaboration between sales, marketing, and analytics teams to leverage collective expertise and insights. Encourage regular communication and knowledge sharing to ensure alignment of goals and strategies across departments. By working together, teams can develop innovative solutions and drive continuous improvement in sales management practices.
5. **Continuous Monitoring and Evaluation:** Implement a robust system for monitoring and evaluating sales performance and analytics initiatives. Track key performance indicators (KPIs) such as sales revenue, conversion rates, and customer satisfaction metrics to measure the effectiveness of sales management strategies. Use this data to identify areas for improvement and refine sales tactics accordingly.
6. **Investment in Employee Training:** Provide ongoing training and development opportunities for employees to enhance their analytical skills and knowledge of sales management best practices. Equip sales teams with the necessary tools and training to leverage analytics effectively in their day-to-day activities, empowering them to make data-driven decisions and drive better results.
7. **Stay Agile and Adaptive:** In the rapidly evolving business landscape, it's crucial for DHL Marketing to remain agile and adaptive to changes in market dynamics and customer preferences. Continuously monitor industry trends and emerging technologies to identify new opportunities for innovation and improvement in sales management practices.

By implementing these recommendations, DHL Marketing can further leverage analytics to optimize sales management practices, drive business growth, and maintain its position as a leader in the global logistics industry.

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