

DHL launches a global employee-innovation program and goes from launch to first implemented idea in just 4 weeks.



INDUSTRY	WEBSITE	SCOPE
Logistics	www.dhl.com	Employee Experience

Background

DHL is the global leader in the logistics industry, specializing in international shipping, courier services and transportation. The company group has over 516,000 employees across 220 countries and territories, delivering over 1.6 billion parcels per year.

DHL IT Services is a team of 5000+ highly skilled IT professionals that keep DHL running smoothly 24/7. Offering world-class IT Solutions and Infrastructure, they support DHL by delivering excellence in a Digital World and keeping international supply chains moving with cutting-edge IT infrastructure.

DHL IT Services designs, prototypes, builds and runs digital solutions around topics like Blockchain, IoT, AI, Data Lake & Analytics, and APIs. Harnessing the power of robotics and automation to digitalize mundane tasks up and down the value chain, DHL IT Services also uses big data and machine learning to fight cybercrime across global trade lines.

Connected with all DHL Business Units globally, IT Services is in a unique position to act as a facilitator of knowledge, best practices and innovation to support the Group. Many of the services DHL offers its customers are underpinned and managed by IT Services.



The challenge

DHL IT Services has evolved from a centralized IT provider to a competitive advantage for the Group. With this mindset, the innovation team needed to design a way to continuously challenge its people to develop the best solutions, technologies and services, enabling DHL to remain the no. 1 logistics provider in the world. Achieving this at scale, globally, is not easy. But DHL always delivers.



Solution

DHL partnered with InnovationCast to launch a global platform - internally called IdeaHub - which was designed to engage all its employees to be an active part of its innovation effort.

InnovationCast's workflow engine supports all the stages of IdeaHub's process with one that is overseen centrally but executed distributedly, at scale.

DHL's innovation process is results-driven and includes the following phases:

Discussion

Where ideas are submitted and co-created by employees using InnovationCast's feedback-based voting

Evaluation

Where the assigned idea owners assess the idea with a consistent and easy-to-use process

Refinement

Where the author and owner improve the idea further if needed

Implementation

Where the idea is implemented



The process includes all reflow exceptions that cater to fast-tracking, re-evaluations, delegation, etc. Facing the challenges presented by the Covid19 pandemic, DHL saw the potential to leverage InnovationCast's platform to involve its employees in the process of rethinking Flexible Work Practices.

This innovative approach is allowing this logistics company to transform the logistics of working by listening to its workforce and coming up with practical solutions that innovate the Employee Experience.



Manuela Ariu

Senior Expert Communication & Employee Experience, DHL



With the introduction of IdeaHub (the new idea management tool), our company has taken a big step forward in innovation & employee engagement.

This tool not only offers the possibility to discuss and realize new ideas together, but also to strengthen the engagement and cohesion of the employees.



Impact

One of the core challenges in scaling a process like IdeaHub's is facilitation. InnovationCast's workflow engine automates all tasks and notifications, so DHL can keep a lean operation. The IdeaHub team is able to centrally monitor everything and act promptly.

The project produced incredible results by rapidly generating impactful ideas, a good number of which have been implemented since launch. Additional impact includes:

4

Weeks from launch to the first idea reaching implementation

14%

of ideas implemented in the last two years

67%

increase in ideas submitted



Global reach with implemented ideas from places as diverse as the USA, Germany, Prague, Chennai, or Costa Rica.



The main areas of impact so far are Facilities, Internal Tools and Technologies, and Living Responsibly

**Nick Medina**

Idea & Community Manager at IT Services, DHL



InnovationCast is a delight to use; its simple, intuitive, and interactive design has brought our innovation culture to life!

Additionally, it has been a joy working with InnovationCast every step of the way; from design to technical support to consultancy, their consistent support has been remarkable.

This is a group of people who genuinely care, who go the extra mile to make things easier for you, and who wish to see you succeed.