

BearingPoint®

# Deutsche Post DHL uses artificial intelligence to further improve the customer experience

As the global leader in postal services and logistics, Deutsche Post DHL's growing business increased the demand for 24/7 omni-channel customer care. The company searched for a state-of-the-art chatbot solution that would resolve many of those requests.

Deutsche Post DHL Group is the world's leading logistics company. Under its Deutsche Post and DHL brands, the Group provides an international service portfolio consisting of letter and parcel dispatch, express delivery, freight transport, supply chain management, and e-commerce solutions. Deutsche Post DHL Group employs approximately 550,000 people in over 220 countries and territories worldwide.

## Client Business Challenges

Deutsche Post DHL delivers 5.2m parcels and 55m letters per day within its Post & Paket division. To ensure prompt responses 24/7 while allowing an omnichannel customer experience, the customer service department decided to deploy a chatbot solution called 'Marie'. Requests with low complexity should be handled automatically (if required the request could be handed over to a live agent). The solution should be closely integrated with all customer service channels.

## BearingPoint's Contribution

BearingPoint set up a mixed team with technical, architectural, and business expertise. Salesforce Service Cloud and Einstein AI was chosen to develop a chatbot that automatically resolves customer requests coming through chat.

Using an agile approach, the project team – consisting of Bearing Point, DHL employees, and another Development Service Provider – created a dialogue structure covering the major topics coming from customers. For the chatbot to understand the requests, they built an intent recognition feature that provides customers with correct answers and improves the overall experience.

Support cases are automatically parameterized, and information made easily accessible, facilitating a simpler escalation process.

## Client Business Outcomes

The customer experience has improved significantly through offering a 24/7 customer support closely integrated with all service channels.

Requests with low complexity are handled automatically to resolve the customer request quickly. Complex cases reach the agents with all necessary customer data already collected by 'Marie'. This makes the process of handling requests more efficient for agents and a seamless experience for the customers.

## Contact

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