



The Project

DHL Express, the world's leading global logistics provider, embarked upon an innovative product development project for its road based market across continental Europe.

The work effort initially focussed on the evaluation of the potential success of such a product and subsequently the consolidation of the various road products that existed into a defined range that DHL would offer to its customers.

The objective was to reduce the number of products that the various DHL countries and network offered into a consolidated product range that reduced its cost base, improved its revenue/yield and improved service performance levels all to agreed targets.

Services Provided

The services provided by Headland Project Management included the following.

- Strategic analysis and evaluation of the existing product and service offering
- Investment analysis
- Co-ordination of the regional project team
- Identification of new products to be developed



Our Approach

Headland Project Management were appointed as a resource to the regional project team tasked to develop a new road based product for DHL's existing and potential customers across continental Europe.

This work effort required the gathering and analysis of information across all countries in Europe that would offer this new product to its customers.

One of the key features of the Europlus product was the excellent transit times that it offered its customers at a relatively low cost.

The Outcome

The Europlus product was successfully launched in 2004 and continues to be a major product offering to DHL customers throughout Europe.

The service and subsequent revenue growth has increased significantly over the years and in 2007 a further five countries were added to the European network for DHL.

