

# GOintegro

Making Employees'  
Lives Better



## Success Case | DHL

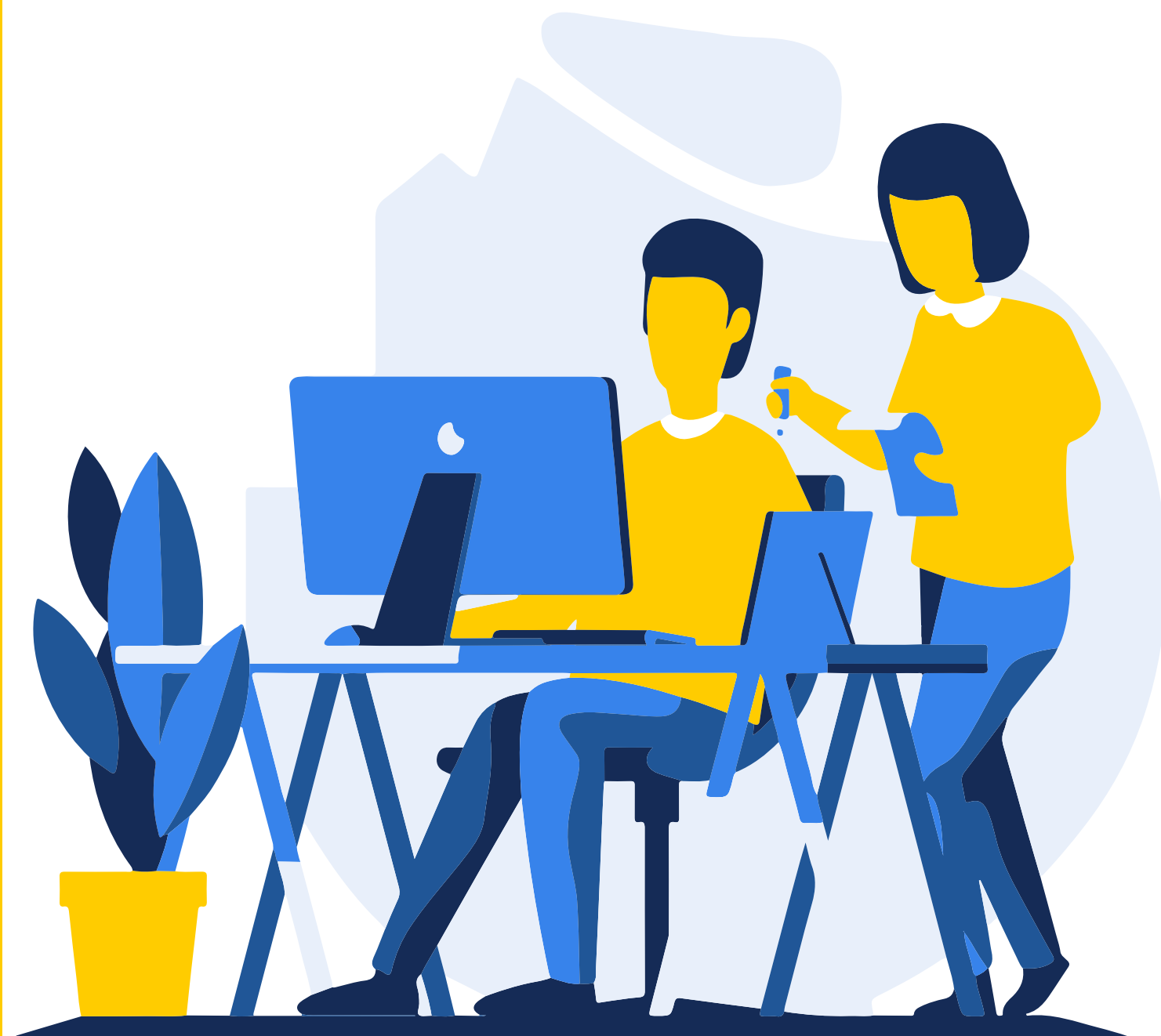
[gointegro.com](https://gointegro.com)

# The company

DHL Global Forwarding, a company dedicated to air, sea and land transportation, revolutionized the world of logistics and today is the global leading company in the sector. It has an international team of more than 30,000 freight forwarding experts, sharing the passion for logistics and working in a unique environment.

With the mission of excellence and simple deliveries, DHL demonstrates the innovative capacity of an emerging company and the advantages of an international organization. Its purpose, "To connect people, to improve lives", is reflected in the values that guide everyone who is part of the company: Passion, Entrepreneurship, Excellence and Teamwork.





# The challenge

At DHL Global Forwarding Colombia, recognition was initially handled in the traditional way, through verbal congratulations and a "pat on the back" as a thank you for a job well done. Besides, the culture indicated that these recognitions should come in one way, that is, from leaders or managers to their work teams, never proposing a two way recognition initiative that could start from work teams to leaders.

Considering that context, DHL's main challenges were:

- Empowering a culture of recognition all across the entire company.
- Decentralize and promote recognitions as a two way street, including work teams to their leaders.
- Reaching all of the organization's employees, even those without corporate email.



# The goals

Since the beginning, DHL's main challenge was to always produce a cultural transformation that initially involved a change of mentality that could help:

- Create a disruptive recognition culture, where the responsibility to recognize would stop being exclusive to leaders, becoming available for anyone in the organization who wanted to acknowledge and appreciate an employee's excellence despite their role.
- Make recognitions public so that all the employees could have the chance to know, get involved and become motivated with the good actions that their peers made.
- Reinforce behaviors suggested by their values of Passion, Entrepreneurship, Excellence and Teamwork.



# The strategy

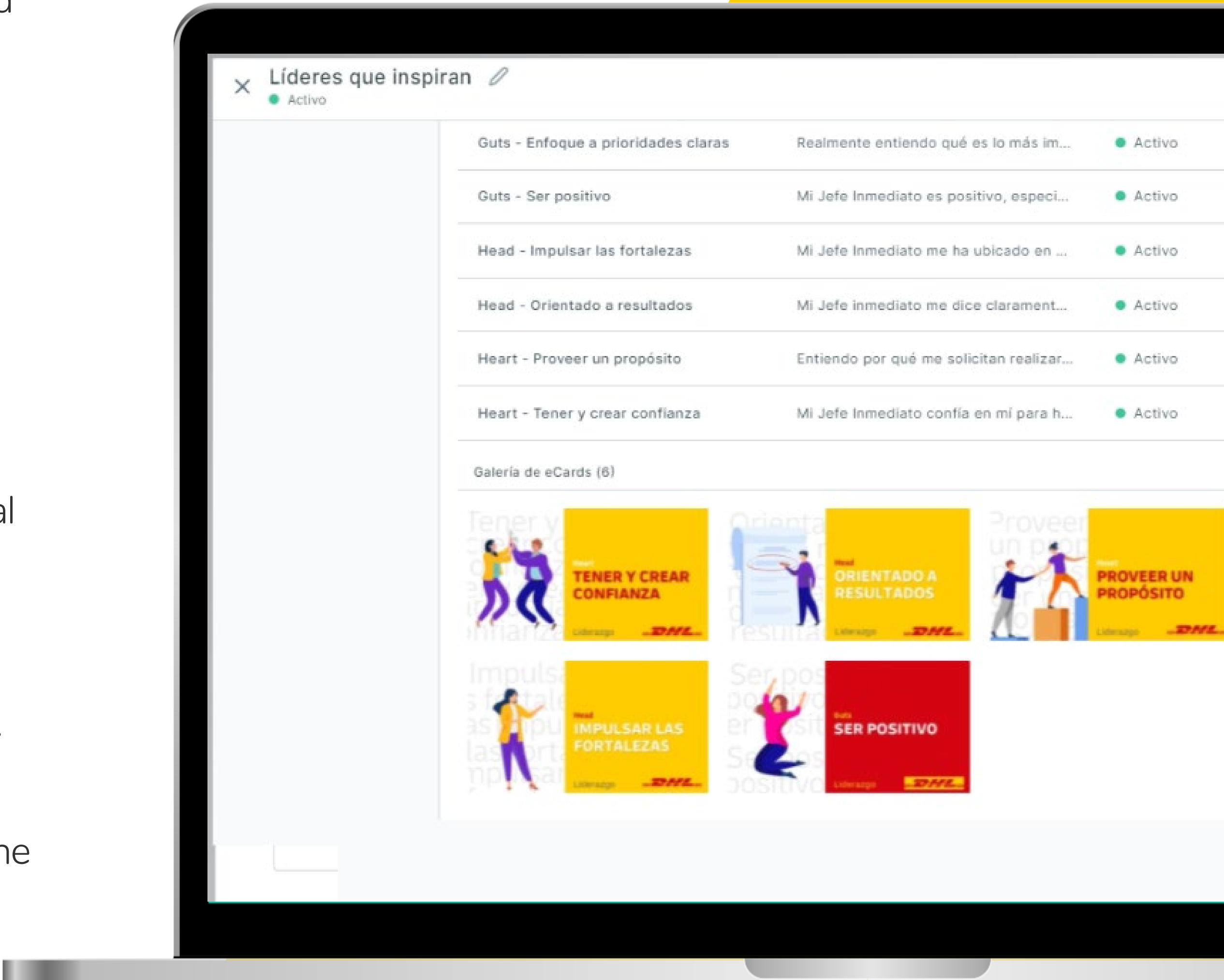
The strategy developed with GOintegro, was focused on the inclusion and empowerment of all employees who are part of the different DHL warehouses nationwide, providing them with digital tools to promote a cross-sectional recognition scenario. In this sense, four programs were created and aligned with the company's 2025 organizational plan:

**Inspiring Leaders Program:** Its objective is to generate a cultural transformation through the attributes of leadership, fostering the stage of recognition from employees to leaders.

**Our Values Program:** Created to enhance a culture of recognition throughout the company, reinforcing behaviors aligned with organizational values and motivating employees to take action so that they can achieve these behaviors as a fundamental part of their day to day.

**History of Service Program:** Focused on recognizing the employee's permanence and celebrating their commitment to the company over time.

**Best Practices Program:** Its main objective is to recognize those actions and behaviors that go beyond work, taking care of the environment and the community.



Besides recognition, DHL's strategy also covered other initiatives, seeking to enhance the employee's experience through an integrated platform: DHL+ Plus. In this sense, the following actions were also carried out:

### **Flex Time Catalog**

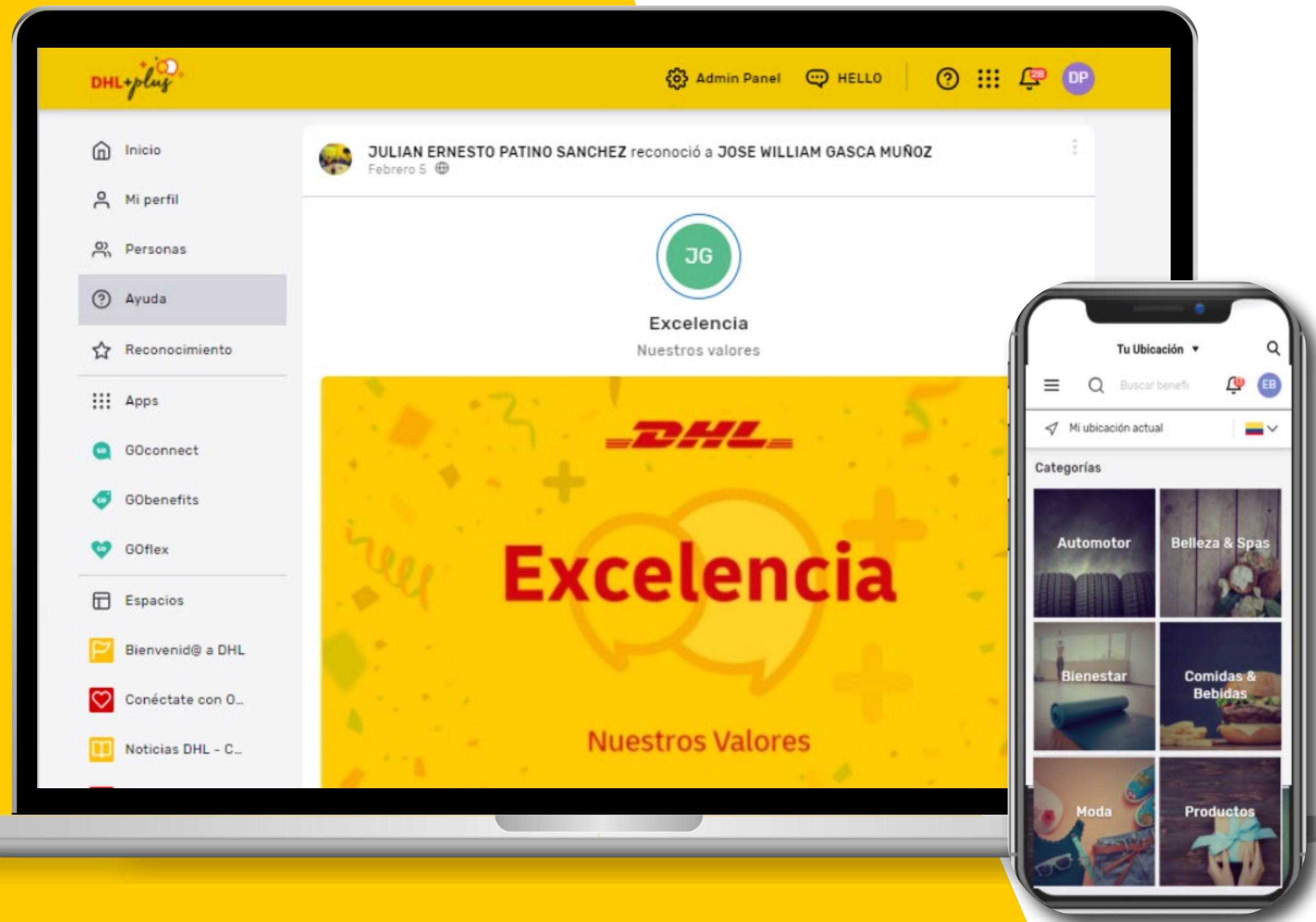
To value and promote a better work-life balance with time for personal and family activities.

### **Wide Offer of Benefits**

Offering hundreds of agreements and discounts for different employee needs and those of their families.

### **High Impact Internal Communication**

Internal social network to strengthen employee relations, promote action and disseminate relevant information.

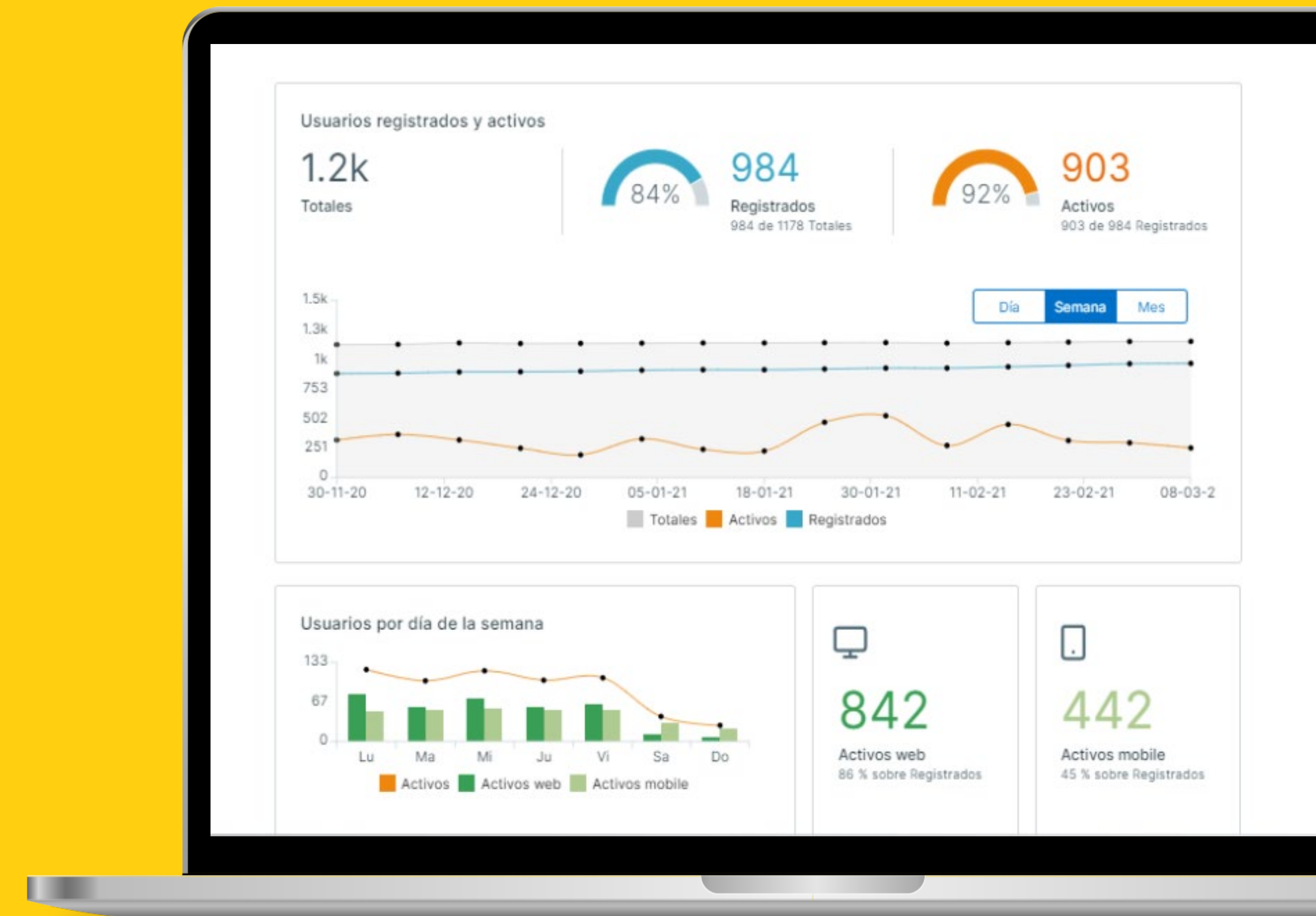




# The results

The “DHL+ Plus” platform currently has 84% of registered collaborators and a 92% activity level. In 6 months (September 2020 to March 2021) 175 recognition actions were produced, and the most utilized motive by collaborators was "Work Team", which linked the highlighted actions of their teammates to that DHL's important corporate value.

On the other hand, the results of the Employees' Opinion Survey - EOS 2020 - show that the collaborators' perception of the Employee Engagement reflects a 94% of favourability, an index that represents a very significant improvement compared to the previous year, even in difficult times like these, in which covid-19 pandemic has affected everyone considerably.



# The key to success



"Undoubtedly, managers at the DHL+ Plus platform showed a strong commitment in the design and implementation of different monthly initiatives, becoming key factors to the success and therefore, strengthening of the organization's recognition culture. In addition to leaders' management skills that acknowledged the importance of employee's valuable actions in order to motivate and encourage others to take actions, they've been encouraged to recognize publicly, using the platform".



**María de los Ángeles Puerta**  
Customer Success Manager





# Why GOintegro?

“ We chose GOintegro because it gave us the possibility to approach our entire community at DHL. It allowed us to build real-time communication networks, allowing us to keep in touch with everyone, promote engagement through all developing activities and facilitate bidirectional communications.

In addition, with GOintegro we found other options that allowed us to increase our employee engagement through various modules like GOflex and GObenefits. These gave people the chance to manage their free time in a flexible way according to their needs, allowing them to enjoy all the discounts from different establishments to their preference. Therefore, we were able to cover the needs and preferences of a diverse and inclusive population. The platform also allowed us to recognize the extra mile or the small victories, as people started feeling that with the Recognition program, it was really worth the effort doing things right from the start. Now we have a much more digital culture, focused on sustainable well-being and a community that is every day more committed to our values and our organizational objectives. We also count on a bidirectional communication, constant and transparent.

**Julián Eduardo Pedraza Ortiz**  
Talent Management Specialist  
DHL Global Forwarding



An Employee Experience platform, to strengthen the organization's culture and employee's well-being.

More than 450 companies, from 100 to 100,000 employees, use GOintegro every day to make employees' lives better.



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