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NAME OF PRESENTATION: IMPACT OF MODERN TECHNOLOGY IN AN ORGANISATION.

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IMPACT OF MODERN TECHNOLOGY IN AN ORGANISATION (DHL)

1. INTRODUCTION



This is a research into the impact of modern technology in the day to day running of DHL International GmbH a courier company, and how they have expand over the years



2. BACKGROUND

- The initials DHL was derived from the first letters of the founder's surnames Adrian Dalsey , Larry Hillblom and Robert Lyn.
- It was started in 1969 in San Francisco, United States of America.

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Background continued..

- Shares were being bought by the Deutsche post in 1998 by December 2002 it bought off all outstanding shares.
- Following this acquisition, DHL headquarters was moved from San Francisco to Bonn, Germany.

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3. AIMS AND OBJECTIVES

- To be the post of Germany and the world's number one courier of choice.
- To be an employer, provider and investment of choice and to improve the world by helping to improve living standards.



MISSION AND VISION

- To be top provider, employer and investment of choice.
- Contribute to a better world, which they refer to as 'living responsibly'



4. INSIGHTS OF MODERN TECHNOLOGY

- DHL use the IOT platform.
- Smart glasses which helps to quickly identify a parcel by reading the barcode (vision picking).
- The lighthouse facility.
- DHL also use digital mobile beacon.



5. CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

- Mail sorting system
- Documents and parcels was often delivered to the wrong address.
- By 1982 DHL expanded drastically.
- To begin with DHL only transported documents via air express.

CHALLENGES BEFORE MODERN TECHNOLOGY

- Accidents took place and there was very little accurate information of what exactly happened.
- Supervisors on warehouse grounds would struggle to monitor all areas of the warehouse.
- Customers often felt as though they were left in the dark about the delivery status.

TYPES OF TECHNOLOGY USED BY DHL

- Robotics – including Locus Bots and Sawyer collaborative robots. (International Post Corporation, 2019)
- Augmented reality glasses
- Artificial Intelligence (AI)
- Vans
- GPS

GENERAL POSITIVE IMPACTS OF TECHNOLOGY

- Improves productivity – Orders are processed and dispatched a lot quicker, so customers are happier with a quicker more efficient service.
- Enhances Customer Service – augments human expertise with systems that help generate novel insights from huge data and destroys difficult tasks. (International Post Corporation, DHL, 2019)
- An increase in shipments – DHL's efficient online services and fast dispatch time has increased its popularity in the industry. A lot of companies and customers prefer and trust to have goods delivered by DHL.

POSITIVE IMPACTS FOR THE CUSTOMERS AND DHL

- Electrical mobility has become more common. Vans can run for longer periods, customers receive parcels quicker, and it's much friendlier on the environment. (DHL United Kingdom, Green Energy Logistics, 2019).
- Resources like GPS and artificial Intelligence offer Competent performance, are more accessible, save more money, and are now even more favourable not only at DHL but among other delivery chains. (DHL United Kingdom, Artificial Intelligence, 2019)



6.LESSONS DRAWN FROM THE CASE STUDY

As this case study was being conducted, a number of things were drawn to my understanding. This included;

- How the use of Integrated Mail processing (IMP) technology in parcel sorting improved efficiency in DHL.
- How the use of modern satellite navigation by delivery drivers has improved delivery times.

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Lessons drawn continued...

- How the use of satellite tracking technology has helped to curb the stealing of company vans, which had become so rampant.
- How the use of tracking technology has helped to quickly and accurately tell the location of a parcel, which has greatly improved customer confidence.

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As a result of these, some of the lessons drawn from this study are;

- The use of modern technology is very vital in the life of an organization like DHL today to improve efficiency.
- The use of modern technology increases productivity

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Lessons drawn continued...

- The use of modern technology promotes teamwork among staff.
- The use of modern technology enhances staff confidence and skills.
- The use of modern technology improves communication within an organization.

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7. CONCLUSION.

- The introduction of modern technologies in DHL as a company and the shipping and logistics world generally has been of tremendous value and therefore its importance cannot be ignored.
- However, it should also be noted that, although these technologies has brought a lot of improvements, growth and profitability, it's negative impact such as loss of jobs in the some sections or departments for people such as the letter and parcel sorters cannot be ignored.



8. REFERENCE

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