



University of
Wales
Trinity Saint David
Birmingham



dpd



EVALUATING THE IMPACT OF DIGITAL TRANSFORMATION & AI-DRIVEN LOGISTICS ON OPERATIONAL EFFICIENCY & CUSTOMER SATISFACTION AT DPD UK

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Student Number: 2312231

Module: LCLM6005 Independent Project **Samuel Ofori**
Programme: BA Leadership & Management Skills in the Workplace



RESEARCH PROCESS (METHODOLOGY)



Approach: Systematic Literature Review



Sources: Peer-reviewed Articles (2018-2026, 40+ references, book)

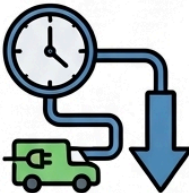


Predefined Search (image_text)
3.5 references keywords like AI, digital transformation, clock/gear



Analysis: Thematic Synthesis

RESEARCH OUTPUT (FINDINGS)

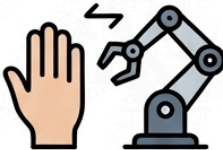
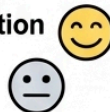


-Operational Efficiency

Route Optimization & Resource Use (Dissertation 2.3)

-Customer Satisfaction

Live Tracking & Communication 2.2)



-Socio-Technical Balance

AI integration relies on workforce skills & organizational readiness (Dissertation 2.6)



KEY CONTRIBUTION (STRATEGIC VALUE)

Guiding manager decision-making for sustainable innovation at DPD UK.

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