

Transforming packaging and inventory management for this Retail Consumer Beauty conglomerate

DHL's solutions streamlined packing, improved efficiency and boosted customer satisfaction.



Customer Challenge

- Complex packing requirements for both B2B & B2C orders
- Lack of flexibility to manage varying product volumes efficiently, especially during peak season
- Complex system and inventory management requirements, and adherence to end customer requirements (product shelf life).
- Inconsistent and non-compliant quality standards from the existing vendor, compared to the customer's global standards



DHL solution

- Provided tailored packaging solutions that meet the complex requirements of both B2B and B2C customers.
- Managed packaging material stock, and tracked inventory from end to end, until finished goods were handed over to the customer
- Scalable operations to manage volume fluctuations effectively
- Integrated advanced system - synchronizing packaging processes with systems and inventory management for seamless operations
- Ensured compliance with product shelf life through meticulous packaging and transportation processes



Customer benefits

- Streamline packaging operations, reducing complexity and improving efficiency.
- Enhanced customer satisfaction by meeting complex packaging requirements and maintaining product shelf life
- Scalability and cost-effectiveness
- Integrated systems and inventory management offered enhanced visibility and control over the packaging process



Case study



Customer facts

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| Geography | Vietnam |
| Sector | Retail Consumer Beauty |
| Services | Packaging value added services |