

LUXURY & RETAIL

Luxury Brand Improved Clearance & Delivery Performance to 95% and Streamlined Cross-Brand Communications

With the malls of Dubai & Abu Dhabi accepting no shipment past 10AM, the Brand was faced with a boutique delivery challenge – even more so with multiple brands to coordinate. By strengthening Air Freight and Customs partnership, DGF delivered on the 24/48-hour delivery promise from aircraft landing.

The Benefits Delivered For the Brand



From 70% to 95+%

Improvement in Clearance & Delivery Performance



99%

Average Net Performance since 2020, to date



Significant Reduction

Daily email communications between partner brands

How DHL Global Forwarding Made It Happen

- **Implementing Pre-Clearances & Document Pre-Check**
Pre-alerts are shared with the Air Freight operations team to pre-clear the shipments. The presence of the original documents along with the shipment is ensured or a second set of originals will be sent by courier or along the next consolidation
- **Improving Flight Mapping**
Clearance is completed on or before arrival date minus 1 day. DGF collects from DNATA and delivers to malls before 10AM
- **Solidifying Delivery planning**
DGF shares delivery instructions with the Transport Team down to the # of SKUs if needed, & Brand Stores also receive a heads-up email

Scale of the Solution

2,000 Export Shipments 800 Import Shipments From CH/FR to AE and from AE to multiple MEA destinations

What the Brand Has to Say

“BRAVO DGF Team !!! We have seen tangible improvements in service for our Fashion Brands”

