

LOGISTICS

How Deutsche Post DHL Generated €15M Annual Business Value Across 520,000 Employees



Challenge

- Managing ideas across 220 countries and 520,000+ employees
- Overcoming organizational, language, and cultural barriers
- Moving beyond idea collection toward measurable engagement and impact



Business Impact

520,000+

Employees Worldwide

41

Countries Active on the Platform

16

Languages Supported

€15M

Annual Business Value Generated



Strategic Pivot

- Deutsche Post DHL transformed its traditional suggestion system into a globally connected ideas program, combining structured processes and a scalable digital platform to strengthen continuous improvement.



Final Thought

“Where ideas were once collected and archived, today knowledge is actively managed. Recognition and fast feedback are now the foundation of our innovation culture.” — Thomas Dierker, VP First Choice PeP & Ideas Management

[Read the full case study](#)