

DPD: Focus on employee experience

New Work: T-Systems MMS builds a new intranet for the logistics service provider.

Reference project:



“T-Systems MMS not only provided professional support during the technical implementation of the product. They also contributed experience and competency in other areas, such as our communications and change strategies.”

Michaela Weiß, Manager Internal Relations & Corporate Publishing, DPD Deutschland GmbH

DPD Germany transports 400 million parcels every year – increasingly to private households. This makes the logistics specialist the number two in Germany’s parcel delivery sector. DPD operates a network of 79 depots and 7,500 parcel pick-up shops. 9,500 employees and 13,000 delivery staff ensure that the parcel delivery processes run smoothly.

DPD Germany uses the many opportunities afforded by digitalization to continually improve its customer service. The company has received several awards for its innovative digital solutions.

Yet efficient processes also require well-informed, engaged employees – across all duties and departments. While office employees have simple access to internal information and the intranet, depot workers, for example, are isolated from a lot of current information. As such, bulletin boards continued to be a primary source of information in the parcel service’s factory-like structures. DPD sought a way to roll out a new kind of intranet, one that also served employees on the go. The logistics expert found the right partner in T-Systems MMS, which provided extensive support, beyond IT.

At a glance

- Replace the legacy intranet
- Consulting on communications and change strategies with subsequent implementation, including full project management by T-Systems MMS
- Rollout of the SaaS Staffbase employee communications platform for 10,000 users
- Employee-centric intranet with a mobile app for wage-earning employees
- Improve the employee experience and strengthen workforce loyalty
- Evolve the company culture
- Integration of the intranet in Microsoft Teams as an additional information channel for the digital workplace
- Bring-your-own-device strategy for wage-earning employees
- Simpler, more resource-efficient editorial process
- New Work consulting approach as the foundation for further digitalization and enterprise development

Reference in detail

The challenge

The intranet at DPD Deutschland GmbH has been running since 2009. Like many other companies, it was used primarily as a pool of information and file store but less for interaction and discussion. Technical support for the deployed application was discontinued in late 2021. Company management decided to switch to modern intranet software that would reach more employees and permanently change the company's culture: The new platform had to meet the requirements for a modern digital workplace and improve the employee experience. An extensive project management initiative was to integrate everyone involved. IT, HR, Digital Services, and the communications department all played active roles in the project. T-Systems MMS assumed project management responsibilities.

The solution

In the first step, potential use cases and the needs of the different employee groups were analyzed. An employee-centric concept was then developed to provide the target groups with the information relevant to them. The old, hierarchical information concepts, which were based on the company's structures and departments, were retired. DPD chose Staffbase as the software solution. Staffbase is an app-based platform for employee communications that is provided under a software-as-a-service model. As such, the tool can be easily scaled and expanded very quickly.

T-Systems MMS ensured its seamless integration in DPD's tool landscape and adapted the software in line with the company's requirements. Office employees, for example, have been given a button in Microsoft Teams that gave them direct access to the intranet and an easy way to share content. Employees without office workplaces can log on with a single sign-on. They use the Staffbase app on their personal smartphones under a bring-your-own-device model to gain secure access to the intranet.

T-Systems MMS also provided advisory services to the customer during the migration, which entailed mapping the contents from the legacy system to the new solution. After a nine-month project, the new intranet was launched. T-Systems MMS also provides support during the operating phase.

Customer benefits

The new intranet now supports interaction and discussion. Acceptance and use both increased just a few weeks after its launch. Employees who sort packages at a logistics hub or are on customer deliveries now have real-time access to internal information for the first time.

New, streamlined editorial processes give editors greater responsibility and more options to prepare content. They can work across all subject areas and publish more quickly – which also reflects the changed company culture.

“In T-Systems MMS, we had a partner that not only implemented the functional and technical facts of the project professionally, but also coordinated and included everyone involved. Together with the right change management, we got the entire project from a single source,” explains Michaela Weiß from DPD Deutschland GmbH. With its new intranet, DPD now has a solid foundation for taking the next steps toward modern workplaces and a new company culture. The new intranet is making a major contribution towards increasing employee loyalty and interaction.

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