

Nomination: 5721

DSC UKI Internal Communication and Engagement Team

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> DHL Supply Chain UK & Ireland
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> DSC UKI Internal Communication and Engagement Team
<b>Category</b> E01 - E10 Team > E06 - Internal Communications Team of the Year
<b>Team Submission Format</b> Written Answers
<b>a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required</b> Over the last seven years, we have grown from a team of three to a team of 11 experts comprising an editorial team, communication business partners and a corporate responsibility manager.  With 160 years of service with DHL and 80 years of internal communication and engagement experience between us, we've established a clear strategy enabling us to flex our approach to meet the needs of the business, while ensuring we always put our people at the heart of what we do.  We enable people to be the best communicators they can be, by providing the framework, support and measurement tools needed to ensure they communicate the right message, to the right audience, at the right time which ultimately drives employee engagement. We aim to:  ~INFORM colleagues in a regular and consistent way about our company strategy and priorities, our progress and the key part they play.  ~INVOLVE colleagues by providing a platform for them to have a voice and share ideas, and support managers by giving them the training and tools to be the best communicators they can be.  ~INSPIRE colleagues to be brand ambassadors and create a culture where everyone can bring their true selves to work every day.

**b. Outline the team's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

Over the last year we've seen a significant disruption in the labour market and our focus as a business has been to attract and retain colleagues. We've also seen changes to the working environment as we adapt to hybrid working.

We have a vital role to play here and we've shifted our focus from employee engagement to employee experience.

While maintaining our BAU communication channels, processes and business unit support responsibilities, we've prepared for the future and really challenged ourselves about what we're delivering.

We began by undertaking a 'stop, start, continue' exercise and used data and feedback from colleagues to inform our decision making. We made some really difficult decisions and:

~Retired three channels

~Created three new channels

~Re-designed/overhauled four channels.

While these are just a few of the tactical things we've been able to do immediately to improve our Internal Communication, we've also kicked off several projects which we're leading, but with the involvement of other functions and teams including:

~Re-designing the pre-boarding experience

~Improving the on-boarding experience

~Opening a DHL gift shop where line managers can order branded merchandise for their teams

~Setting up a working group to develop the 'employee experience' and continue our cultural journey

~Focusing on returning users to our employee app, rather than on registration rates, by integrating more tools into the platform that help to make our colleagues lives easier

~Education and training plans to support our line manager population to be better communicators

~Automated dashboard reporting through Power BI.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required**

So why do we deserve this award? Because despite amazing success and award winning delivery in 2020 and 2021, we haven't rested on our laurels. We've continued to push ourselves, challenge ourselves and made some really brave, bold and difficult decisions along the way.

2021 in numbers:

~6,000 queries received into the UKI Comms mailbox – up 60% on 2020

~Weekly newsletter readership rates up 1% on 2020.

~Registration rates on our employee app grew to 65% - with 93% of desktop users and 55% of non-desktop users connected.

~Increased engagement rates through focused campaign support for priority topics including World Safety Week, Mental Health Awareness and Diversity & Inclusion.

~Recognised 21% of UKI colleagues through our recognition programme – that's over 8,000 people!

~Facilitated the largest Virtual Conference in DHL history with 800 delegates and approval rating of 4.1 out of 5.

The numbers show that we continue to produce high quality, well loved channels and campaigns and we have been able to improve these year on year.

What sets us apart from other teams, is that we have really challenged ourselves to make difficult decisions and let go of some of the channels we love when the empirical evidence does not support their ongoing creation. The fact we have over-hauled four channels, removed three and introduced three new ones, really shows our ongoing commitment to doing the right thing and creating the tools that can enable engagement in our business.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Attachments 1 and 2 provide more information about DHL Supply Chain in the UK & Ireland and demonstrate our size and scale:

01 - SC\_UKI Fact Sheet\_EN

02 - DSC UKI End of Year Highlights Video 2021

Attachments 2, 3, 4 and 5 show who we are as a team, our Strategy for 2022 and our Toolkit which outlines some of our key channels and processes:

03 - DSC UKI ICE Team\_This is Us

04 - DSC UKI ICE Team\_This is Us\_Video

05 - DSC UKI ICE Strategy 2022

06 – Internal Communication and Engagement Toolkit

Attachment 7 shows our communication dashboard and highlights for 2021:

07 - DSC UKI ICE Dashboard 2021

Attachments 8, 9 and 10 show just a some of our outputs:

08 - Celebrating 4 years of Smart Connect

09 - Let's Torque Transport – Issue 8

10 - FAB – Easter Spring Issue 2022

**Webpage Link**

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/13849/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkiJoxMzgzOOSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm910%20-%20FAB%20-%20Easter%20Spring%20Issue%202022.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/13850/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkiJoxMzgzMCIwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm909%20-%20Let-s%20Torque%20Transport%20-%20Issue%208.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-sage.secure-platform.com/file/13851/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkiJoxMzgzMSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm908%20-%20Celebrating%204%20Years%20Of%20Smart%20Connect.mp4>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

Download File (<https://stevies-sage.secure-platform.com/file/13853/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkiJoxMzgzMCIwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm906%20-%20Internal%20Communication%20and%20Engagement%20Toolkit.pdf>)

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Yes

**Supporting Document 6**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 7**

Download File ([https://stevies-sage.secure-platform.com/file/13855/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxMzgzdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9zse-dRf9l5ntfc?04%20-%20DSC%20UKI%20ICE%20Team\\_This%20Is%20Us\\_Video.mp4](https://stevies-sage.secure-platform.com/file/13855/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxMzgzdOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9zse-dRf9l5ntfc?04%20-%20DSC%20UKI%20ICE%20Team_This%20Is%20Us_Video.mp4))

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 8**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 9**

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**Would you like to add an additional supporting document?**

Yes

**Supporting Document 10**

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