



Skills Pay

Skills for
Logistics

Results:

- The accident rate amongst learners is **50% lower** than the Company average
- **Employee Turnover sees a 68% year on year reduction.** It is now at 4.47% (the lowest figure in 8 years) and has saved significant costs in recruiting and temporary staffing
- **The absenteeism rate amongst learners is 0.86%**, the Company average is 5.3% representing an annual **saving of £120,000**
- Employees are more satisfied working for DHL - a recent employee survey resulted in **109% increase in satisfaction**
- **Productivity has increased by 12%** since the launch of the basic skills programme
- **Over 700 assessments have been carried out since its launch in Sept 2006.** This shows that DHL employees have fully bought into the programme and are now asking to be assessed with regular sessions scheduled.
- The programme is fully embedded within the organisation and continues to deliver successful results.

DHL Aviation advocates Skills for Life



Company: DHL Aviation (UK) Ltd, part of the Deutsche Post World Net Group

No of employees: 800 (UK)

Core area of business: Freight Forwarding

The Business Challenge

In an industry where customer is king, DHL Aviation, like many other freight logistics organisations, is constantly looking for ways to improve its offering to its customers by finding new ways of being competitive. At the same time the organisation is keen to attract, retain and develop its workforce, recognising the links between a happy workforce and a healthy and successful business. The senior management team

began looking at the following key areas to help improve business performance:-

- Productivity
- Absence
- Turnover
- Progressing Workforce from Temporary to Permanent Contracts
- Promotion & Continuous Professional
- Development
- Morale

The Solution

To help attract, retain and train employees it was identified that improved levels of literacy and numeracy (Skills for Life) would be beneficial in all these areas, and DHL Aviation decided that the best approach for the business would be to fully integrate key skills into the workplace. They came up with a strategy to improve basic skills across the organisation which covers English – defined as speaking and listening, reading and writing, and Maths – defined as numbers, measures, shapes and space, and handling

data. The numeracy and literacy requirements of all job roles were identified and mapped to the relevant areas of the adult education curriculum. This process helped to highlight exactly what skills were required for each role and enabled tailored training plans to be developed for each employee. The training was then delivered through a combination of on and off-site facilities with employers given paid time off to learn, and was supported by a network of Workplace learning champions.

Colin Butler, HR Director DHL Aviation

"Skills for Life has enabled our organisation to benefit from improved staff morale, a more efficient workforce and ultimately an increase to the business' bottom line. Everyone is a winner!"

Phil Hope, Skills Minister (at time of launch in 2006)

"DHL Aviation has taken the Skills for Life programme to a whole new level and adopted a unique approach which really tailors education to its employees' needs. We hope more companies follow in DHL's footsteps to provide their employees with a well-rounded educational experience which will benefit both the individual and business itself."