



How DHL Delivers an Irresistible Employer Brand That Drives Results



The Challenge

At DHL Group, opportunities are endless.

But until recently, that sentiment wasn't resonating the way you'd expect for one of the largest logistics companies in the world.

Recruiting for 180,000 positions a year across 220 countries and territories "requires not just visibility but a confident, reputable employer brand," said Meredith Wellard, VP Group Talent Acquisition, Learning and Growth, at DHL. "We needed a way to showcase how important culture is at DHL and give candidates the option to consume it in a variety of engaging ways."

At the time, however, the company's candidate and recruiter experiences were lacking with more than 200 disjointed career sites — most of which had very limited integrations across a multitude of applicant tracking systems. "With so many local career sites, they were fighting each other for exposure. Some never even had a click," explained Wellard.

This disparate approach inhibited one of their major objectives: establish a cohesive global employer brand with impactful localized content to ultimately fill rolls faster and retain employees longer.

"Instead of having to spend a lot of money on millions of potentials to reach our 180,000 hires, we wanted to

narrow the pool faster and more accurately...look at less people, but people of higher quality," said Wellard.

A related challenge? Resonating with knowledge workers. While DHL recruits for a high volume of frontline workers, they also hire for a significant number of specialized roles in technology, engineering, and aviation among others.

"The whole world sees us," said Gail Pantig, VP Talent Acquisition and Employer Branding at DHL. "The impression we leave on *all* candidates, customers, and employees is vital. If we can't even unify our employer brand, that doesn't tell a good story."

"We're one of the world's largest and best employers. Our experience needed to match that unrivaled level of quality all around. Now it does."

Gail Pantig

VP Talent Acquisition and Employer Branding, DHL Group

The Solution

The TA team identified the need for a comprehensive solution that would put an unrivaled experience at the center of it all. As luck would have it, DHL's Express group had recently launched the Phenom **Intelligent Talent Experience platform** and witnessed early wins, piquing Wellard's interest.

From a product standpoint, Phenom offered key elements she wanted to leverage:

- ▶ **Career Site, Chatbot, and CMS** to host engaging, personalized content, on-demand job recommendations, and faster applications
- ▶ **CRM** to build, engage, and track talent pipelines with AI insights
- ▶ **Campaigns and Events** functionality to streamline talent marketing activities
- ▶ **AI Scheduling** to automate interview scheduling
- ▶ **Hiring Manager** to reduce feedback loops and streamline collaboration
- ▶ **Talent Analytics** to measure, analyze and optimize performance

Her team followed suit, and consolidation and unification of their career sites and tech stacks began with **Phenom HRIS Experience** playing a crucial role in integrations to ensure seamless performance of their suite of tools with their five separate ATSs.

"Ease of use was something that was really important to us," said Pantig, which also made Phenom's no-code CMS and intuitive drag-and-drop widgets appealing. "The platform is really simple to use for non-technical users," she elaborated. "You want your team to actually use what you're buying."

"Responsiveness is super important to a global organization like ours. Anything that helps us shorten time without sacrificing experience or quality is really valuable."

Gail Pantig

VP Talent Acquisition and Employer Branding, DHL Group



The Results

What is the impact since implementing Phenom? “It’s similar to trying to remember working before email, or navigating life without a cell phone,” said Pantig. You know it existed, but it’s hard to imagine.”

Success comes in numerous forms:

“We can now align employer brand and EVP — and promote them together in a really attractive and functional way.”

Meredith Wellard

VP Group Talent Acquisition, Learning and Growth



Unified, elevated employer brand

Being able to reach job seekers through multiple channels of engagement within one platform — via career site, chatbot, and email, text and social campaigns — gives recruiters the ability to position the brand consistently and frequently across their consolidated 22 sites.

With the power to showcase immersive employee stories, day-to-day aspects of the job, company culture, and more, DHL can more authentically highlight what sets them apart from competitors and quickly drive more quality matches to apply.

Whether it’s through video, photos, or written testimonials, “We’re giving our people a voice,” Wellard emphasized, which connects with job seekers in a way that corporate content often does not. “Allowing people to investigate results in a higher click to apply and in a better quality of candidate for us.”

And quality matters when you have up to *1.5M job seekers per job* like DHL. “We’re now able to refine that number to fewer people whose skills best align to our roles — frontline or specialized,” Wellard said.



Deeper engagement across talent stakeholders

Because the Career Site funnels real-time data into a fully searchable, AI-powered CRM, recruiters can nurture both active and passive leads with targeted, omni-channel experiences. This means higher-impact recruitment marketing efforts for and higher-quality talent pools.

These capabilities have invigorated morale and excitement among team members, too.

“When you can take a great employer brand and EVP and promote them in a really attractive, intuitive way, it has an impact beyond the separate pieces. It impacts the professionals that work on it. The team is really energized. They’re pushing us every week to try new campaigns and tactics,” Wellard shared.

In addition, the platform’s comprehensive analytics help the team benchmark metrics for success, identify areas to target for improvement, and set goals. “It’s like we were flying in the dark compared to the visibility we have with Phenom analytics,” Wellard said.



Increased responsiveness and agility

“As a large global organization, changes often take time. The platform helps us move faster, and that’s really, really valuable,” Wellard said.

For example, when local needs arose for job descriptions to be quickly translated and posted so that Ukrainian refugees could apply, the TA group was able to deliver seamlessly.

“Phenom changed the landscape on how we do things, and has improved the collaboration within the team,” Pantig added. “We’re thinking globally but acting locally, and that’s very important for a company like ours.”

Instead of relying on outside agencies with lengthy timelines, team members are empowered to make data-driven changes, create landing pages, run campaigns, and more on their own and in real time.

What DHL Is Achieving with Phenom

“Our culture is what differentiates DHL. Phenom allows us to showcase that in a unified way that resonates with candidates and gives them the effortless experience to match.”

Meredith Wellard
VP Group Talent Acquisition, Learning and Growth



Unified global employer brand

Consolidated **200** career sites to **22** sites in **28** languages



Decreased time to hire

14 days | **40%** faster than industry average



Increased quality applicants

5x more job seekers per month

The Future

DHL is as proud of its forward-thinking vision as it is its impressive history. (The company is more than 500 years old – tracing its roots to the founding of the first modern postal service in 1490.)

In Phenom, the company has found a true partner that can help efficiently execute on innovative ideas and a thoroughly modern approach to acquiring and retaining talent.

“Phenom is always unveiling new and surprising market-leading features,” Wellard noted, citing Phenom’s groundbreaking generative AI capabilities, as well as her team’s plans to further leverage various University Recruiting functionalities.

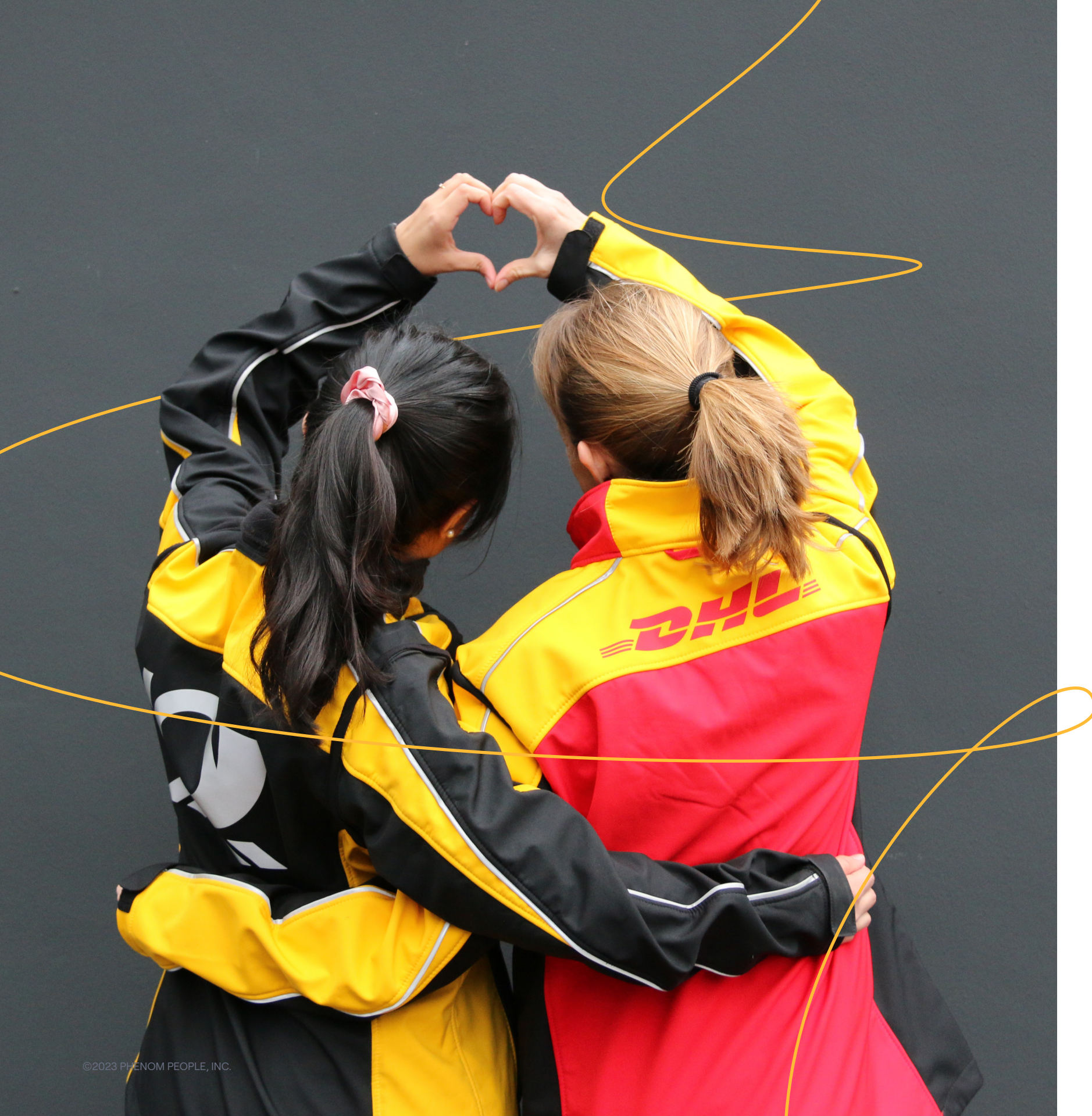
“We believe in a balance – using automation when it’s worth doing things that way but preserving human touch where it matters most,” Wellard said.

As talent needs and goals evolve at DHL, both Wellard and Pantig are confident they can handle whatever the future holds, as they themselves evolve from talent administrators to talent experts.

“It’s not only the product, but the support that we’re getting,” shared Pantig. “Phenom doesn’t just implement and leave. They really work with us to maximize our investment and see how it can add continuous value to our organization.”

“Phenom is a true partner, supporting us with tools, techniques, information, and training. They’ve equipped our team to be viewed as experts in our field. That’s a gift that keeps on giving.”

Meredith Wellard





DHL Group is the world’s leading logistic company. The Group connects people and markets and is an enabler of global trade. It aspires to be the first choice for customers, employees and investors worldwide. The Group is home to two strong brands: DHL offers a comprehensive range of parcel and international express service, freight transport, and supply chain management services, as well as e-commerce logistics solutions. Deutsche Post is Europe’s leading postal and parcel service provider.

Industry	Logistics
Career site	careers.dhl.com
Headquarters	Bonn, Germany
Employees	600,000+
ATS	Avature, eArcu, Lumesse, TalentReef



See the Phenom Intelligent Talent Experience platform in action

[Book a demo](#)

Candidate Experience

Best-fit candidates find and choose you faster. Attract job seekers and broaden talent pools with personalized job recommendations and an intelligent career site.

Recruiter Experience

Recruiters become wildly productive. Discover and engage top talent with AI, put tedious tasks on autopilot, and maximize your team's ability to streamline workflows.

HR Experience

HR leaders align employee development with company goals through an intelligent workforce planning solution that allows them to identify skill and competency gaps, manage career frameworks, and identify DE&I opportunities.

Employee Experience

Employees develop their skills and evolve their careers. Upskill, evolve, and retain your workforce with intelligence and personalized opportunities.

Manager Experience

Managers build stronger-performing teams with real-time analytics, insights, and collaboration tools.

HRIS Experience

HRIS teams seamlessly integrate with your HR tech stack — including ATS, HCM, and LMS tools — to create a holistic infrastructure.

Helping a billion people find the right job.

Phenom has a purpose of helping a billion people find the right job. Through AI-powered talent experiences, employers are using Phenom to hire employees faster, develop them to their full potential, and retain them longer. The Phenom Intelligent Talent Experience platform seamlessly connects candidates, employees, recruiters, hiring managers, HR, and HRIS — empowering over 500 diverse and global enterprises with innovative products including Phenom Career Site, Chatbot, CMS, CRM, AI Scheduling, Video Assessments, Campaigns, University Recruiting, Talent Marketplace, Career Pathing, Gigs, Mentoring, and Referrals.

