

# CASE STUDY: DHL

Learn how DHL reduced turnover by 63%  
(and saved over \$24M with Retensa).

## CLIENT

DHL eCommerce



## COUNTRY

United States

## INDUSTRY

Logistics

## HIGHLIGHTS

- Reduced turnover by 63%
- Increased performance gains 25%
- Increased packages processed per hour 18%
- Improved attendance 94%
- Annual cost savings \$24M

## CHALLENGE

With over 20 distribution centers across North America, DHL eCommerce faced a critical challenge: frontline staff turnover surged post-COVID, reaching as high as 180% in some locations. Leadership prioritized understanding why employees were leaving, and what actions could retain them. DHL partnered with Retensa to uncover the root causes of attrition and build a retention strategy that could scale across sites and seasons.

## SOLUTION

To address the rising turnover, DHL partnered with Retensa to launch a targeted retention initiative across its distribution centers. The approach combined data-driven diagnostics with frontline engagement to uncover what was driving attrition and how to reverse it.

## RETENSA'S STRATEGY INCLUDED:

- On-site interviews and focus groups to gather employee perspectives.
- Analysis of exit interviews, hiring patterns, and turnover trends to identify high-risk locations.
- Custom survey design tailored to DHL's workforce demographics and operational structure.
- Financial modeling to quantify the cost of turnover and prioritize interventions.
- TalentPulse deployment for real-time feedback and predictive analytics.
- Leadership training and scheduling improvements to address key retention drivers.

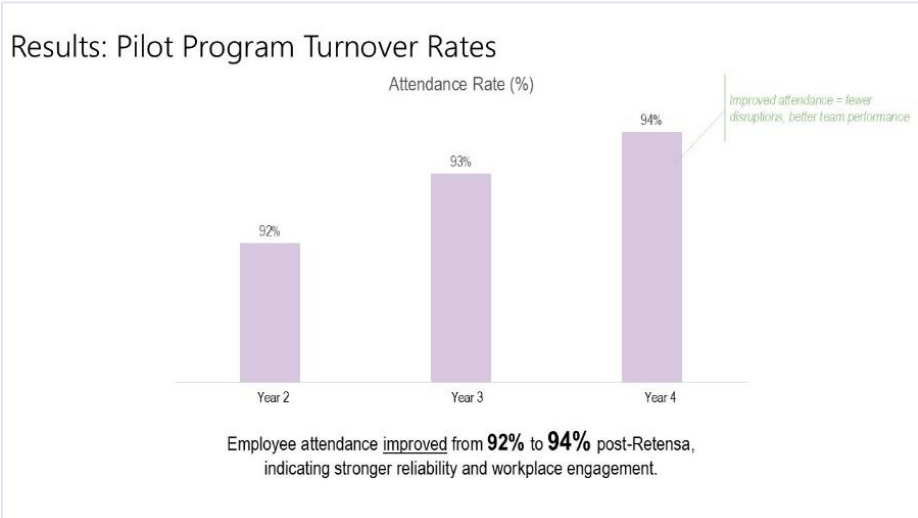
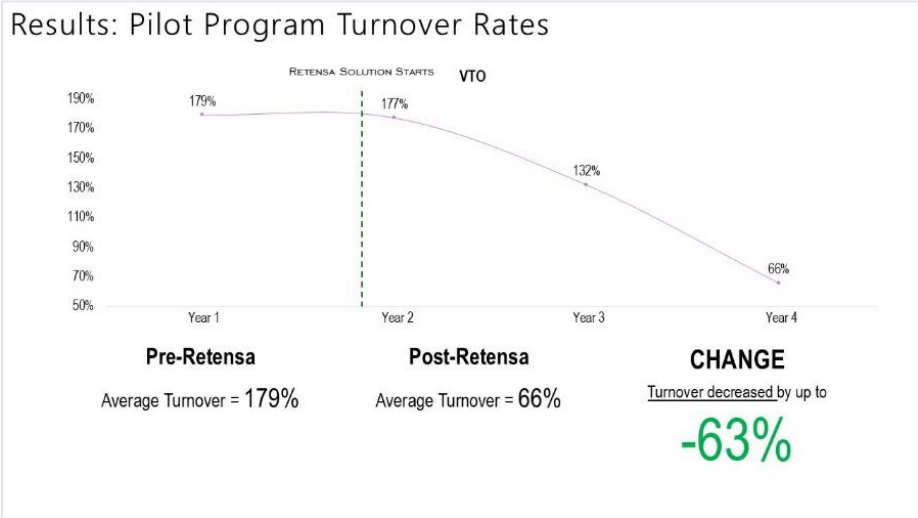
This multi-pronged approach enabled DHL to act quickly, align solutions with employee needs, and build a foundation for long-term workforce stability. Finally, the team developed customized feedback tools, including New Hire Commitment Surveys and Exit Surveys, tailored to DHL's culture and organizational language.

## RESULTS

The retention initiative delivered measurable improvements across DHL's network, with Denver serving as the Pilot site. Turnover dropped significantly, performance and attendance improved, and DHL achieved cost savings at both local and national levels.

Impact Area	Pilot (Denver)	DHL Nationwide
Turnover Reduction	179% → 66% (↓63%)	↓ 50%
Performance Gains	↑ 18%	↑ 24.6%
Packages Processed per Hour	72.6% → 90.5% (↑17.9%)	Consistent year-over-year improvement
Attendance Improvement	↑ 74%	↑ 94%
Cost Savings	\$532,641 annually	\$24.97M annually

The retention strategy delivered long-term value by increasing workforce reliability, reducing disruption to the operation especially as peak orders arrived, which generated substantial financial impact.



**RETENSA EMPLOYEE RETENTION STRATEGIES**

DRIVING RETENTION IN 59 COUNTRIES, 22 LANGUAGES

PHONE: +1 (212) 545-1280 | REQUESTS@RETENSA.COM | WWW.RETENSA.COM

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