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ehne & Nagel

ome 200 positive testimonials from customers were received last year and one of the was the renewal of the Marks & Spencer contract. On-time delivery was 99.5% to the end of the year with less than 0.25% complaints. All some delivery drivers complete a training programme taking into account that the role is driving and 80% customer care. During a trial of its new system, 98% of customers agreed to a booking slot offered on the first call and this is now going national.

T Express Services UK & Ireland

NT runs a bi-annual Customer Loyalty Measurement survey to see if there are any differences between customer expectation and performance. This involves more than 40,000 customers. In 2005 the survey showed an 86.3% customer satisfaction level. In 2006 it had increased to 88.1%. Each depot receives its own customer satisfaction report which is compared with previous results and other depots. Individual plans are developed by CLM teams at each location to improve the results and these involve drivers, loading bank staff, and sales.

olon UK

Valon manages Mitsubishi's import centre in London and has seen rapid growth from 13,000 vehicles in 2001 to more than 36,000 last year. Valon has 10 days to carry out a range of services and improvements to the vehicles, such as installing satellite navigation. To support the customer, it has increased the size of the import centre and recently developed an integrated computer system. Customer satisfaction is measured by monthly review meetings and by key performance indicators. For the launch of the L200 in March last year, productivity increased by 100% over two weeks.

We are a fairly small family firm with a very professional group of hard-working and friendly staff and all our employees go to great lengths to ensure customers receive the service they expect."

Frances Reed, managing director, Pearson

CUSTOMER CARE



Frances Reed, managing director of Pearson, shows her delight at winning one of two awards on the night, pictured with Ray Ashworth from sponsor Daf Trucks.

Pearson-The Art of Home Moving

Removals company Pearson is a family firm that was founded in 1917. Every customer is asked to complete a performance report, once on collection of their belongings and again when they receive them. The reports are displayed on the company notice board. These surveys show a 98% customer satisfaction

level. The web site enables customers to book surveys, receive quotations and order boxes and pay for the whole service. Each move manager is encouraged to study for a master's degree in International Moving from the Federation of International Furniture Removers.

"I believe this award was as a result of our attention to detail and our highly trained and highly motivated staff. Everyone has worked really hard to achieve this."

Frances Reed, managing director, Pearson



What the judges said...

- The judges were all agreed that if we had to move house, putting Pearson in charge would put our minds at ease.
- Particularly strong were the testimonials that showed Pearson cares very deeply about the service it offers in a difficult market.
- A company that understands that customer

- care is more than simply delivering the goods. They are caring in a stressful business.
- A very good entry showing positive measures to improve services.
- Strong testimonials.
- Particularly difficult market as customers change for every job.



# alists

## ra Lighting Systems

set-based and fiercely proud of it, the grading of the fleet's livery was spearheaded by transport manager Tim Pickford for the company's 25th anniversary to portray a positive image of the industry to both customers and the general public.

## hts of Old

of the most distinctive haulage liveries on the road, this Northamptonshire operation has kept its name from its founders, the Knight and its original location in the village of the livery accordingly plays on this and has recently been updated. It combines both a traditional look and a modern business-focused approach.

## e Delivery Network

product of a merger between two Littlewoods Shop Direct-owned delivery companies – Business Express and Reality Group – that the new company needed to come up with a brand new identity. This uses the key elements of all Littlewoods' branding, the home, and ties it up with what it calls the "Home" brand.

When we decided to change our livery we started with a blank sheet and we wanted something very different. We wanted to incorporate our 90 years of trading, but we threw out the idea of a picture of a house, because we wanted something very modern."

Frances Reed, Pearson — The Art of Home Moving

# LIVERY OF THE YEAR

SPONSORED BY



A rebranded livery earned Pearson high praise: receiving the award are Brian Pearson and Frances Reed (second left and centre) with Roger Williams from sponsor Trucknet UK.

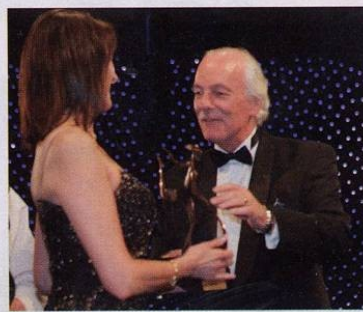
## Pearson-The Art of Home Moving

Middlesbrough-based home removal company Pearson has recently overhauled its livery following a management buy-out in 2006. The firm employed a local firm of creative consultants to come up with a fresh, welcoming brand and livery, but one that did not lose sight of its heritage and traditional roots.



**"What's the secret? Clean, simple lines — and our livery has the story in the picture itself. It's very modern and very 'lifestyle'."**

Frances Reed, Pearson — The Art of Home Moving



### What the judges said...



- Excellent rebranding exercise.
- The company has really looked at its market, thought about its audience and devised a striking livery that catches the eye and you know what they are about.

- The vehicles create a very high impact with a clean message.
- Consistency is strong throughout the fleet and the details are clearly legible.