

## SHARED BENEFITS

A shared user platform solves this problem and we go to great lengths to help retailers comfortably cope with spikes in activity. During busy periods forecasting calls between our operational teams and our clients will take place several times a day, where we agree the number of trailers required for the anticipated volumes. Due to constant investment in our own fleet and infrastructure we can also typically provide around 10% flexibility in these volumes, which provides added peace of mind for our clients at busy times of the year.

This approach will also help those retailers whose peak seasons constantly vary. For instance, the key trading period for companies selling barbecues and garden furniture will fall during the Easter weekend, which changes each year whilst also being subject to the weather. As long as regular forecasting and effective communication remains in place, retailers utilising a shared user network will benefit from a more efficient operation.

### Innovative technology

In a fast-paced world where the everyday consumer is becoming increasingly demanding, it is vital for retailers to offer professional and timely communications. When making the switch, retailers can enjoy the latest innovations being developed by carriers, without making their own investment. This includes our AskAxl application, which provides customers with visual tracking of the delivery vehicle whilst dynamically reducing the ETA window from two-hours to just 30 minutes.

### Access to the right people

Another key issue for retailers considering a switch is the potential savings they will make on their workforce, both within the office, throughout the warehouse and on the road. For instance, those companies operating their own logistics networks will more often than not have a requirement to manage their own customer service teams, who will handle bookings and delivery enquiries from consumers. However, at ArrowXL, this element forms part of our service offering.

For example, we currently deploy dedicated people from within our Customer Experience Team to exclusively handle any enquiries on behalf of one of our key clients. Whilst they remain ArrowXL staff, the employees are fully integrated with the client's team and take instruction from the retailer directly. In addition, we also employ a dedicated Contract Manager and Warehouse Client Manager to ensure the day-to-day operations run as smoothly and efficiently as possible for this retailer.

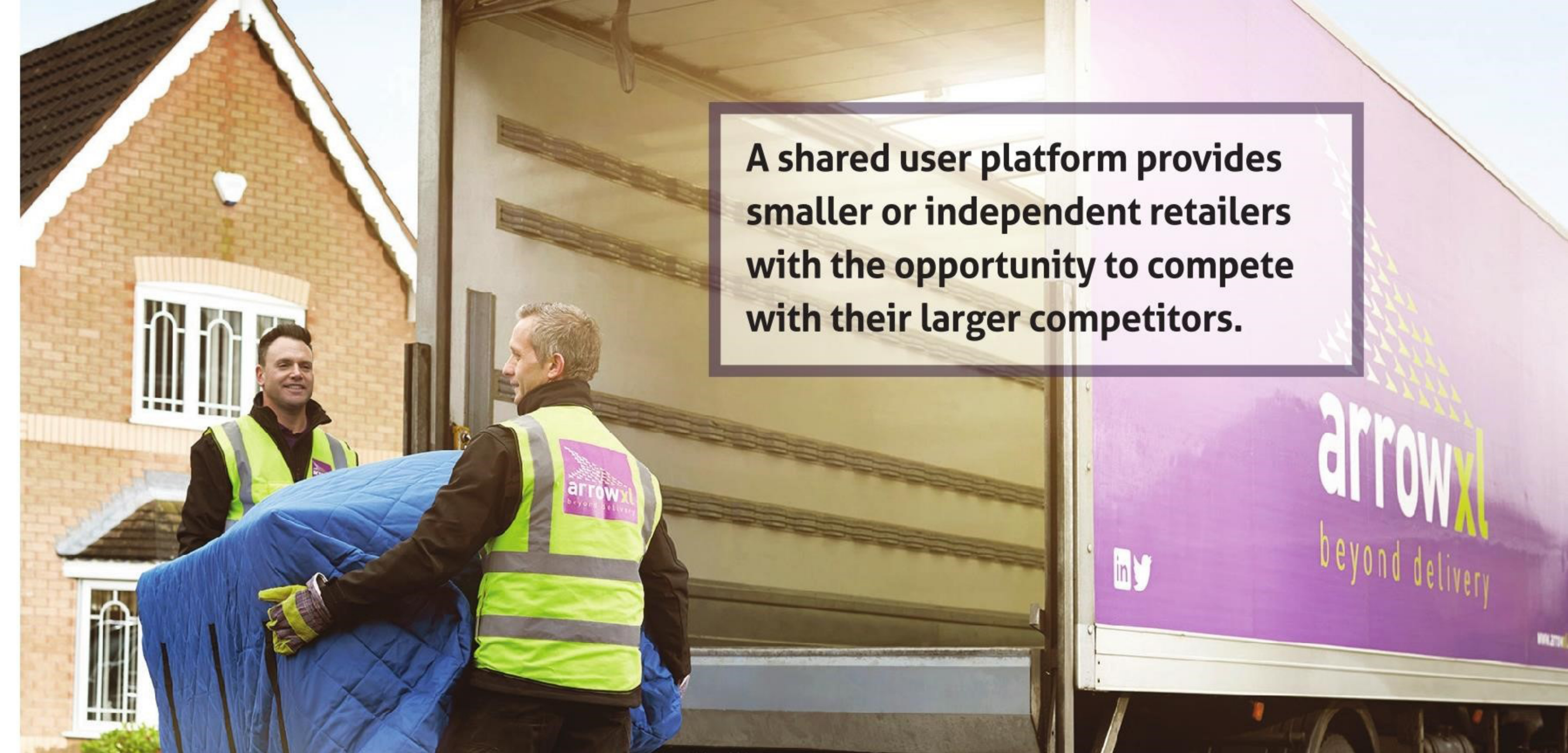
Retailers making the switch are also benefitting from access to the supplier's pool of drivers, whilst avoiding the stress of recruiting delivery crews in an industry already suffering from a driver shortage. They will also make savings on the specialist training they will require to deliver large and heavy products into a consumer's home. Our delivery crews have also received training that allows them to carry out installation or assembly in the home. This enables retailers to provide added value to their consumers without being faced with high training costs.

This was a key reason behind Smeg UK's recent decision to move to a shared user platform and utilise ArrowXL's Platinum service for UK-wide deliveries of its larger products, including its iconic range of refrigerators and freezers. As well as specialist delivery and in-home solutions, we also provide an efficient Waste Electrical & Electronic Equipment (WEEE) recycling service for those customers requiring the removal of any white goods being replaced.

Commenting on the news, Robert Ponting, Operations Director at Smeg UK, said: "ArrowXL's commitment to providing the very best customer experience shone through during a competitive tender process. We were thoroughly impressed by the development of the AskAxl app, which enhances consumer convenience and control. This ambition ensured that ArrowXL was the natural choice for Smeg UK."

### Creating a level playing field

A shared user platform also provides smaller or independent retailers with the opportunity to compete



**A shared user platform provides smaller or independent retailers with the opportunity to compete with their larger competitors.**

with their larger competitors. By giving SMEs the option to outsource the delivery element of their business – and to enjoy the same trained workforce and consumer-facing technology as their larger competitors – they will enjoy access to a more level playing field.

As a result, they will be able to offer their customers a first class delivery solution without the high levels of capital outlay and the necessary expertise to develop their own internal infrastructures.

### Conclusion

Choosing to outsource any type of process or service can be a difficult decision for retailers, regardless of their size. However, when it comes to logistics and transportation, the opportunity to benefit from a supplier's extensive experience, knowledgeable and highly trained people, plus their dedicated processes and systems, can make a real difference. A shared user platform leads to a streamlined operation and reduced costs, whilst mitigating risk and enabling retailers to be braver when planning for the future.

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