

YODEL

The Fresh Food Expert



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UK's leading fresh food carrier

The stats

- ◆ This financial year we delivered nearly 13.8m fresh food parcels for our clients, we saw significant growth during the pandemic. This is set to stay with a forecast to deliver over 16m fresh food parcels this year

In summary

- ◆ At Yodel, we have built bespoke tools and processes for the carriage of perishable products; specialising in fresh food and flowers
- ◆ Yodel have a dedicated Client Operations Group who will support your business to implement our sector specific features, with innovative packaging solutions and best practice guidance. The 'COG' team will also ensure your onboarding experience is hassle-free, supporting you every step of the way and beyond
- ◆ The sector is on track for significant growth and Yodel is supporting some of the key players towards this goal;
- ◆ UK sales of ready-to-cook food rose an estimated 19% to £3bn in 2019
- ◆ £420.2m was spent on food & drink subscriptions and recipe boxes in 2017
- ◆ 6.5% of the UK population are signed up to a recipe box subscription, this has since increased due to the restrictions surrounding COVID-19 and is set to grow further, defining it as a growth market
- ◆ The pandemic has blown the forecasts for 2020 and 2021 out of the water, as a business we saw a 200% uplift between FY20 and FY21

Some of the clients we work with



The Service

A premium service for fresh food

XPECT

Next Day (24hr)

07:00 – 21:00

6 days a week as standard

Special occasions

3 delivery attempts

2-hour window

Inflight options

Tracking

Email, SMS and App notifications

Real-time driver App with parcel
countdown

£25 transit liability

W: Max 30kg

L: 120cm

C: 0.23m³

Yodel's Xpect service provides customers with a 2-hour delivery window on the morning of their delivery day. Since launching our Xpect service, our network performance for Yodel's 'Right First Time' KPI has significantly improved as customers can go about their day, knowing when their parcel will be delivered.

Ensuring customers are 'Informed' drives great customer satisfaction and to respond to this, we have developed 'Smart Messaging'. Smart messaging provides the customer with a waterfall approach to notifications so we do not over communicate but we ensure customers are kept informed. Please see details [here](#).

For fresh food clients, we have also put a number of fresh specific enhancements in place, these include;

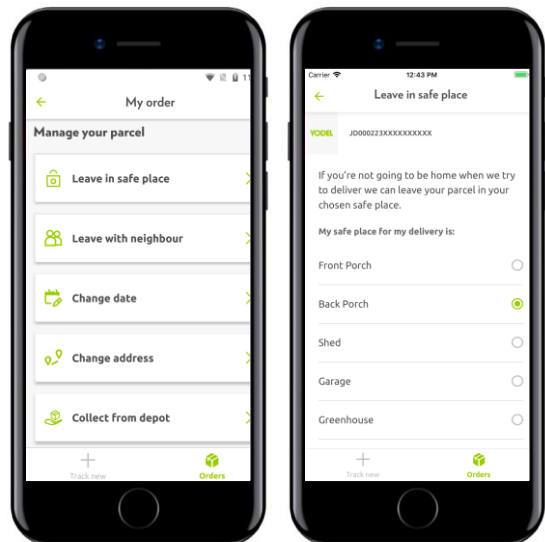
- ◆ Fresh desks to proactively uncover misses before they happen for time sensitive items
- ◆ Pre-emptive fall to ground daily forecasting to ensure highest possible service performance
- ◆ Pre-1800 flagging system to handheld terminals for optimum delivery window
- ◆ Disposal system for undeliverable items via our partner Veolia

Since developing our Inflight feature, we have also seen our 'Right First Time' performance improve as it puts the control back in the hands of the customer. Yodel offers seven interchangeable options which retailers can switch on and off. Yodel recommend two to fresh food clients; nominated safe place and preferred neighbour.

INFLIGHT

SAFE
PLACE
NOMINATED

PREFERRED
NEIGHBOUR
OPTIONS

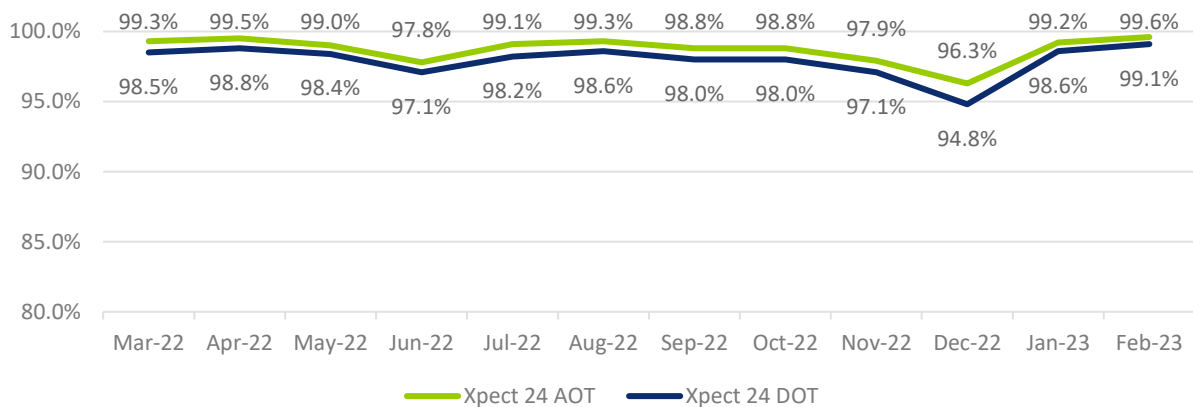


Service Performance

Yodel's Xpect 24 services

Below demonstrates Yodel's 'Attempted on Time' and 'Delivered on Time' performance for our primary service line Xpect 24. Attempted on Time is a KPI which measures the number of parcels where Yodel attempted delivery on the agreed day of delivery. Delivered on Time measures the number of parcels which were successfully delivered first time. For the past 12 months Yodel's AOT metric has averaged at 98.7% and DOT at a very close 97.9%, with peaks of 99.5%. Our Xpect 24 service is what we recommend to our fresh food clients.

LTM view of 'Attempted on Time & 'Delivered on Time' metrics, March 2022 – February 2023



Fresh produce, as we know, has a limited lifespan and requires the utmost care to deliver in great condition. As we also specialise in handling fresh flowers, we have put a number of tools and processes in place to ensure minimal waste and a great customer experience to keep your customers coming back again and again.

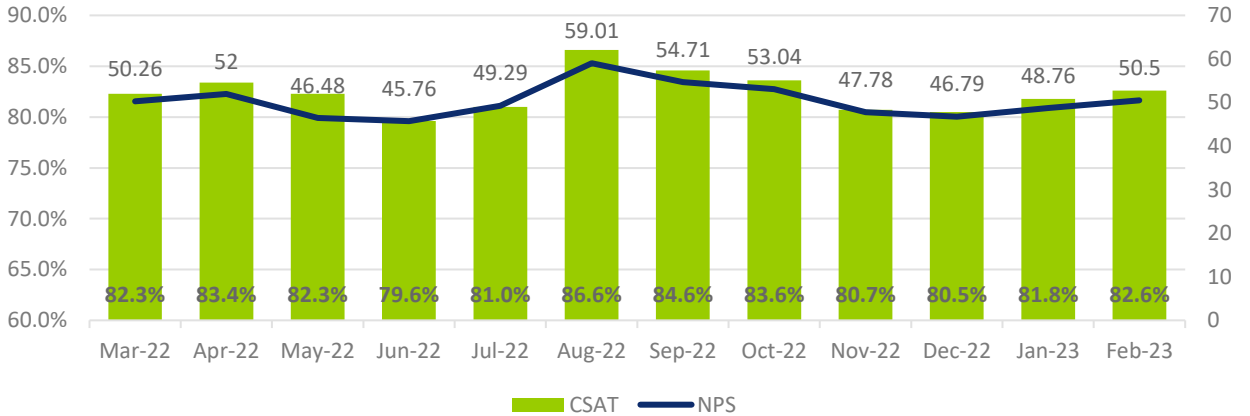
Customer satisfaction

Delivering promises

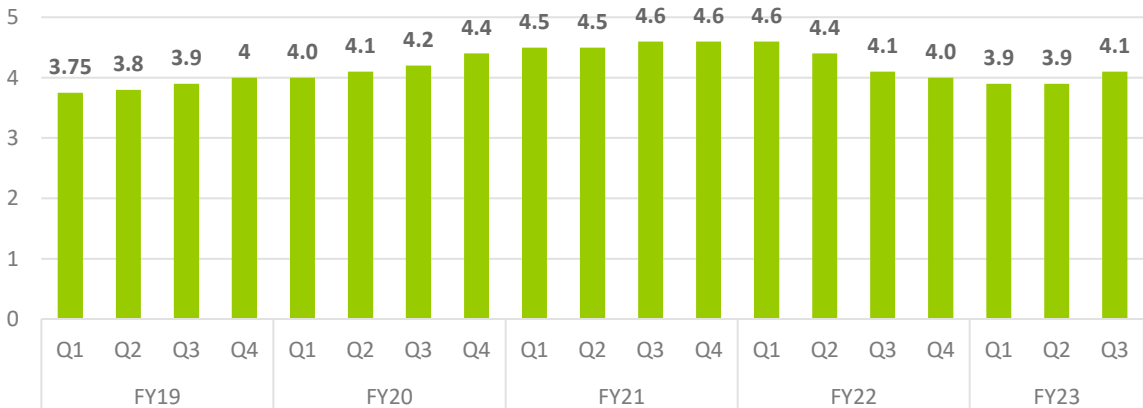
Average CSAT at 82.4% for LTM

Average NPS at 50.4 points for LTM


LTM view of CSAT % and NPS March 2022 – February 2023



Quarterly view of TrustScore July 2019 – February 2023



*Normalised 'Out of 5' scores prorated from previous scoring scale of 'Out of 10' between July 2017 and September 2019



TrustScore of **4.1** out of **5** with over 73% of customers rating our service as 'Excellent'.

Our Approach

How Yodel is different



Tools & Experience

Yodel have a dedicated Client Operations Team to implement the following features;

- Advice on best practice packing solutions
- Chilled and ambient trailers available, chilled are available throughout the summer months
- Experience of working within temperature controlled environments and tools such as the collection of clients' chilled trailers



Operational Approach

- Stop and dispose feature via our eRin platform, allowing your customer care team to implement
- Disposal methods based on your preferences
- PAN data exchange for granular daily forecasts
- Pre-1800 route mapping flags
- Damaged packaging feedback report
- Late collection slots and front-heavy-week solutions as we know Monday and Tuesday deliveries is a common customer preference



Technology

To ensure we are providing your customers with the best possible experience, as well as ensure we are resourced correctly we have implemented the below;

- Pre-1800 handheld terminal flags to ensure boxes are delivered in time for dinner
- Daily fall-to-ground forecasting for next day deliveries, providing the most granular planning for great service performance throughout our hubs and service centres

Yodel also provide delivery images for every parcel, these are available to the customer via our customer app and to clients via the eRin platform.

Our Approach

How Yodel is different



Customer Service

Yodel have created a 'fresh desk', specifically to handle fresh items within our network.

Fresh desk is a dedicated customer service team who uncover missorts of fresh items to improve on service performance for perishable products. This is a proactive service to catch any potential failures before they happen.



Doorstep Experience

Our Driver App allow us to provide delivery instruction to our drivers regarding each parcel they deliver. For fresh food we ensure we have the right inflight options in place; safe place with a customer choice drop-down menu and preferred neighbour to increase 'Right First Time' performance. We have also invested heavily in driver training to provide an excellent doorstep experience.

Yodel also provide delivery images for every parcel, these are available to the customer via our customer app and to clients via the eRin platform.



A Case Study

What we're doing for Client A



The context

Client A are a in international subscription food retailer who have partnered with Yodel since 2016. The company provides fresh ingredients for a selection of pre agreed menus and required a specialist handler of chilled goods that were able to deliver their parcels the next working day.

“With the cause identified, Yodel came up with a solution.”



The challenge

In 2021, through collaborative analysis of customer feedback via Yodel's Have Your Say customer feedback programme, Trustpilot and customer contacts to both Yodel and Client A, it was identified that the recipients of Client A's parcels were receiving their deliveries in a non-perfect condition, which didn't represent the high standards of a Yodel delivery as well as the service Client A expected. A thorough, joint investigation was undertaken to fully understand the circumstances that led to these unsuitable deliveries, with the route cause quickly identified; If a Client A parcel was damaged whilst within the Yodel network, the tape used to close any box that needed some TLC was attached in a cold environment. This tape, and its adhesive, would see a dramatic temperature change during certain times of the year, impacting the effectiveness of the adhesive.



A Case Study

What we're doing for Client A



The solution

With the cause identified, Yodel came up with a solution; Direct Inject. The Direct Inject process involves parcels being collected from the client's distribution warehouse and being transported directly to the local Yodel depot. Thus, cutting out the national hub sortation process and removing four possible manual handling areas within the network where damage or tape issues could occur.



The result

In January 2022, the new process was trialled with one route within our Bristol depot footprint with the success was seen instantly. The number of damages dropped significantly with no boxes delivered to customers opened. Since the trial, we have increased the number of Client A's Direct Inject routes to 11 across the country delivering over 175,000 parcels a month via the new process. During the trial, a further benefit was identified with Client A now able to extend customer ordering times as we could now collect from their warehouse later in the evening, further improving customer experience.

As a result Client A has seen **NPS increase of 18 points** and an **additional 2 million parcels** sent through Yodel in the past year reaffirming our relationship and our approach as a collaborative partner.



Customer Feedback

Don't just take our word for it...

"I've never been let down by your service."

"Very informative, keeping me in the know. Always in the time specified. And always clean and un-damaged box as the delivery is food."

"The driver is always so friendly and helpful. Every week says hello and ensures the package is safe. I really appreciate the effort with all the extenuating circumstances at the moment. Well done to everyone for a very effective service which had kept us going whilst I am staying safe at home as I am over 75."

"I have a box delivered every week and can't fault the deliveries. Simply amazing!"

"We have been pleased with all aspects of our delivery. The driver was very personable."

"As ever our regular delivery driver. Always a smile. Thank you."

"Loved that it was at the start of the two hour window I was given. So fab! Social distancing spot on, but still professional. Thank you!"

"App tracking was great to let me know when I needed to be home. Delivery spot makes planning so much easier."

"The tracking is spot on and everything is as you say it is. It's a great service"

"Every week our delivery is on time and left securely in the drop off place if we aren't in. Every care taken by the driver especially during this time. Thank you."