

YODEL

A vibrant bouquet of dahlias in shades of pink and white, arranged in a clear glass vase. The flowers are set on a white windowsill, with a window in the background showing a view of green foliage. A horizontal green line is positioned above the text, and a vertical green line is positioned to the left of the text.

The Flowers Expert

The Flowers Expert

UK's leading flowers carrier

The stats

- Yodel have delivered over 4.86M bouquets so far in FY22/23, partnering with many of the UK's key players in this sector
- We delivered over 279,000 bouquets over Valentine's Day and Mother's Day in 2023, with service performance at an all time high

In summary

- Averaging around 99% 'Attempted on Time' performance on our Xpect 24 service, all year round, which is the recommended service for our flower clients
- Our service enhancements are well suited to this sector; offering a two-hour delivery window via our Xpect service and Inflight parcel management features for higher 'Right First Time' performance. Yodel also provide delivery images for every parcel
- Sector specific Client Operations Team to provide best practice packaging solutions, operational procedures and seamless onboarding to maximise performance and protect your product
- Facilities and tools built for the carriage of flowers with specific sortation and repack areas
- Special events support with Sunday and Bank Holiday working
- Transparent performance reporting and customer feedback platforms

Who we work with



The Service

A premium service created for flowers

XPECT

Next Day (24hr)

07:00 – 21:00
Mon-Sat 6 days a week as
standard
Special occasions
3 delivery attempts
2-hour delivery window
Inflight options
Delivered photo

Tracking

Email, SMS and App notifications

Real-time driver map 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. Clients, and customers using Yodel's app will have access to delivered photos for every bouquet.

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

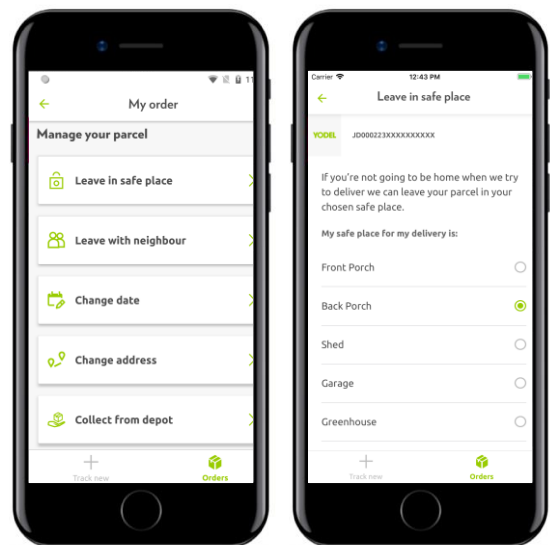
- ◆ Fresh desk at our Hatfield sortation centre to proactively query fresh items for same-day redelivery
- ◆ Pre-emptive fall to ground daily forecasting to ensure highest possible service performance
- ◆ Disposal system for undeliverable items via our partner Veolia

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 flower clients; nominated safe place and preferred neighbour.

INFLIGHT

SAFE
PLACE
NOMINATED

PREFERRED
NEIGHBOUR
OPTIONS

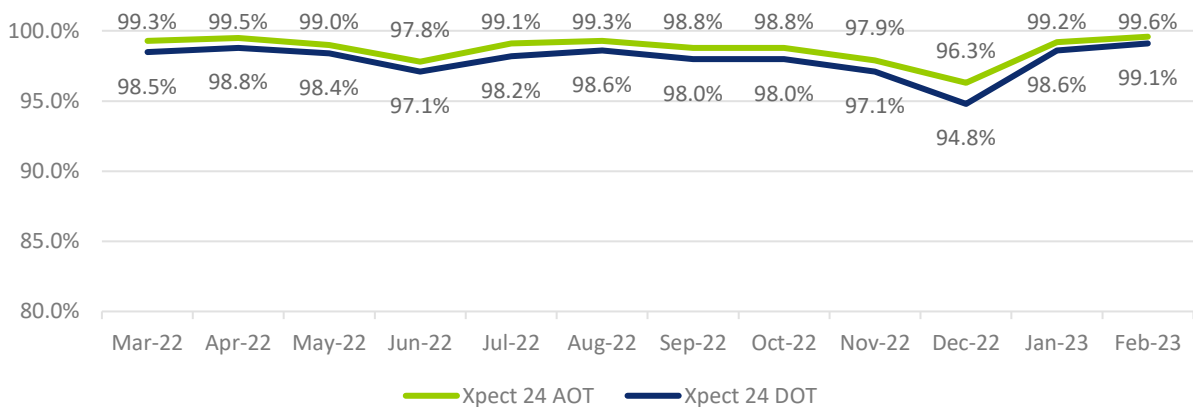


Service Performance

Yodel's Xpect 24 service

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 flower clients.

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



The Yodel parcel tracker app and My Account functionality has allowed customers to specify their delivery preferences to the driver. This includes a safe place photo from the customer and additional improvements around deliver to neighbour. We have seen significantly improved performance on the 'Delivered on Time' metric since this was launched at the end of 2021 and in-turn we have seen incremental increases in customer satisfaction and expect this to improve further.

As flowers are a fresh product with a limited lifespan and require the utmost care to deliver in great condition. As we also specialise in handling fresh food, we have put a number of tools and processes in place to ensure minimal waste, a great customer experience and keep your customers coming back again and again.

Our Approach

How Yodel is different



Tools & Experience

Our operations team are well versed in the specific carriage of flowers and will share a best practice approach which we have developed over the past 10 years.

- Specialised sort for handling fragile goods at Yodel's Hatfield hub
- Specialised flowers handling station and sortation via Yodel's Merlin sorter at our Wednesbury hub
- Bespoke packaging/loading recommendations from our Client Operations Group



Operational Approach

- Repack process for damaged packaging via our flower stations at Hatfield and Wednesbury with stocks of packaging at every Yodel site so every bouquet arrives in great condition
- Upright scan and sortation to retain condition and to service flowers with water
- Stop and dispose process, including waste management via partner Veolia
- Bespoke tailored support for special flower events



Technology

Our technology provides an excellent customer journey as well as supporting your business requirements;

- Inflight options to increase Right First Time performance
- Delivered photo for every delivery. Available in eRin for clients and on the customer app
- Bespoke performance reports and KPIs for flower shipping clients
- Xperience branded messaging to provide the end-to-end customer experience you want
- Age verification option at doorstep via our Driver & Courier App for other gift items such as wine etc.

Our Approach

How Yodel is different



Customer Service

Yodel have put proactive customer service agents in place to provide the best possible customer experience.

This includes a repack service and a reverse query contact management for damaged bouquets.

Our team of 320+ advisors (increasing to over 500 at Peak) are on hand via social media, phone and webchat to answer client queries. Our eRin platform will also provide your in-house team with all the information they need to quickly query and manage parcels whilst they are inflight.



Doorstep Experience

Our Driver & Courier 'Bring Your Own Device' App has revolutionised how we deliver – both internally and how we gain direction from customers. Via our customer app and our website, recipients can manage their delivery preferences inflight, as well as using our My Account feature to save their preferences so their driver can see exactly what they need each and every time. The Driver & Courier App also allows for delivered photos to be taken on every delivery.

Every customer will also receive a 2-hour delivery window, so they can plan their day around their delivery and gifters can provide recipients with a time window.

We have also invested heavily in driver training to provide an excellent doorstep experience.

Valentine's Day 2023

Spreading the love to your customers

The stats

- ◆ We delivered **106k bouquets** over Valentine's weekend
- ◆ **99.61% 'Attempted on Time' performance** for flower clients over Valentine's Day weekend, a YoY uplift of 0.2%
- ◆ **CSAT increased 8.3% YoY** for flower clients
- ◆ All 4 What's increased YoY, with **"informed"** improving the most with nearly a 10% improvement

"Delivered on time and in good condition. Valentines gift card and flowers so happy wife. Only ordered yesterday so Go Yodel. 👍"

"Despite being one of the busiest days of the year the flowers and card arrived dead on time"

"Valentine's flowers were kept immaculate"

"The speed and accuracy. The entire delivery process was laid out for me in detail. Could not have asked for a better service."

"Polite driver, keeping me constantly informed on my delivery. Flowers arrived in good condition, box not damaged."

"The timing was perfect and the quality of the flowers was amazing!"

"Very prompt service and prompt delivery. Flowers were in excellent condition and my wife thought they were beautiful. Thank you"

"We're in the U.S. and ordered flowers for my husband's sister in Hythe. We loved watching the delivery van's location online and we were able to call her seconds after she got her package."

Mother's Day 2023

Delivering more than just flowers

The stats

- ◆ Yodel delivered **173k bouquets** over Mother's Day weekend
- ◆ Yodel's '**Attempted on Time**' performance was at **99.1%** on Saturday and 99.8% on Sunday over Mother's Day weekend 2023
- ◆ We saw '**Informed**' and '**Timeliness**' as the highest scoring delivery attributes from our Have Your Say customer feedback survey
- ◆ Global CSAT saw a **8.3% YoY increase** for flower clients for Mother's Day weekend
- ◆ Contact to Parcel ratio was **0.16%**

"On time, friendly professional attitude from the driver (especially during difficult times i.e. the pandemic), beautifully packaged flowers just as described on the website, all above and beyond expectations - thank you"

"Fantastic service; due to the circumstances of the Covid19 I was worried my mum wouldn't receive a beautiful bouquet in time for Mother's Day- very happy with the service and delivery!! Very happy customer!! And very happy mum. Thank you"

"The delivery was spot on, love the way you can track the location of your parcel on your website, absolutely cracking 👍."

"The whole process was perfect, informed every step of the way. Timings were spot on. Delivery arrived on time and in perfect condition. What more could you ask for?"

A Case Study

What we're doing for Client A



The context

Client A, has partnered with Yodel since 2010. With high expectations from their customer-base, Client A is recognised for its standards and best-in-class customer experience. From the start, Yodel have had an open and transparent relationship with Client A, with the same Client Director managing the relationship since 2016, enabling a proactive and truthful relationship to flourish.

This long-term partnership has led to Yodel being seen as a trusted supplier, where opinions are shared and opportunities to enhance process and improve customer experience are discussed freely.



The challenge

Maintaining our core values of being honest and transparent fitted well when Client A migrated to a holistic, reporting platform that covered their entire supply chain to monitor and analyse performance. This new approach enabled efficiencies to be identified and working collaboratively, Yodel, Client A and other suppliers identified key opportunities to improve the end-to-end customer experience, by improving reporting inconsistencies and scan compliance across the board.

“Data transparency enhancing the final mile experience”



A Case Study

What we're doing for Client A



The result

The first challenge to tackle related to Client A's suppliers passing over flowers to Yodel on the day they were due for delivery, resulting in customer queries. Via a partnership approach, Yodel worked with Client A's suppliers to ensure all blooms were delivered into the Yodel network on the correct day to allow for a next day delivery.

With access to all information relating to all parcels coming into the network, Client A, Yodel and their flower providers built on the current reporting available and with transparency key in every action taken, re-engineered their reporting outputs to ensure a full end-to-end overview of parcels leaving the supplier and entering the Yodel network. This provided Client A with a greater clarity of their product at the different stages in its journey, more accountability within the supply chain and more accurate reporting.



The future

Yodel's decade-long partnership with Client A looks to go from strength to strength with new packaging trials in the pipeline. With data once again leading the way, collaborative analysis of Yodel's Have Your Say customer feedback and Client A's own, internal reporting has identified once again an opportunity to enhance the retailer's service proving that delighting customers continues to be at the heart of this honest and successful partnership

"This provided Client A with a greater clarity of their product"



Testimonials

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



"After working with Yodel for many years whilst in other roles, I was aware of the great service provided, especially for flowers. After setting up Nova Blooms in the Summer of 2019, I got in touch with Yodel & we have worked well together ever since.

Our Account Manager is extremely supportive and whenever we have a new idea on how to expand our service, she is always on hand to advise. When we approached her with our idea of expanding into delivering fruit & vegetable boxes, she was enormously helpful. Since then, we have grown from sending 1 box a day to 1,000 a day.

The setup to send fresh food boxes was simple as we were already sending through the network so we could start shipping straight away. The success of the fruit & vegetable box service has encouraged Nova Blooms to expand our product offering with fresh meat & bread, soon to be included. Through collaborative working with Yodel, we are confident that our customers will continue to be delighted with their fresh food being delivered directly to their door."

Ionel Lucaci, Director, Novablooms.com



"Valentine's Day is one of our most important gifting occasions of the year and Yodel's excellent service has enabled us to have another hugely successful year. Yodel helped us safely deliver tens of thousands of fresh bouquets from romantics across the UK. They run a tight ship, sending supervisors to our warehouses to ensure all trailers leave on time and provide real-time tracking for our customers. Mother's Day is our biggest gifting occasion and is rapidly approaching; with Yodel's help, we're confident this year will be another roaring success."

Take a look at Serenata Flowers website [here](#)

Martin Johansson, Managing Director, Serenataflowers.com

Testimonials

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



euroflorist

"Valentine's Day is one of our most crucial times of the year at eFlorist. This Valentine's Day Yodel made a real difference for us with a record amount of deliveries and were a key partner in enabling us to grow our business by 20% YOY."

Paul Isaia, UK Regional Director at eflorist



"I fully appreciate that this is a challenging day for you all so briefly wanted to place on record our appreciation for the support you've provided Arena across the past 48-72 hours. I think I'm correct in saying that we hit every single trailer slot booked and loaded each one ahead of schedule, despite this being our biggest ever week.

This is remarkable and reflects not only the tightly run operation in our business but also the excellent support provided by your team on the ground and that should be acknowledged.

I hope you're able to reflect on a job well done later today, as the final consignments are successfully delivered"

John Hackett, Managing Director, Arena Flowers Ltd.