

# YODEL



The Wine & Cellar Expert

# The Wine Expert

UK's leading wine and drinks carrier

---

## The stats

- In the last 12 months Yodel has delivered over **8.8M parcels** for our wine and alcohol clients. This was one of the most increased sectors throughout the Covid-19 pandemic

## In summary

- Specialised service to handle traffic of this nature with category specific procedures
- Consistently above 99.0% 'Attempted on Time' performance on our Xpect 24 service
- Our service enhancements are well suited to this sector; offering a two-hour delivery window via our Xpect service and Inflight parcel management features
- Age Restriction delivery options
- Specialised handling and repackaging stations

Some of the clients we work with

LAITHWAITES

naked wines



honest  
brew

Majestic wines • beers • spirits



GIORDANO

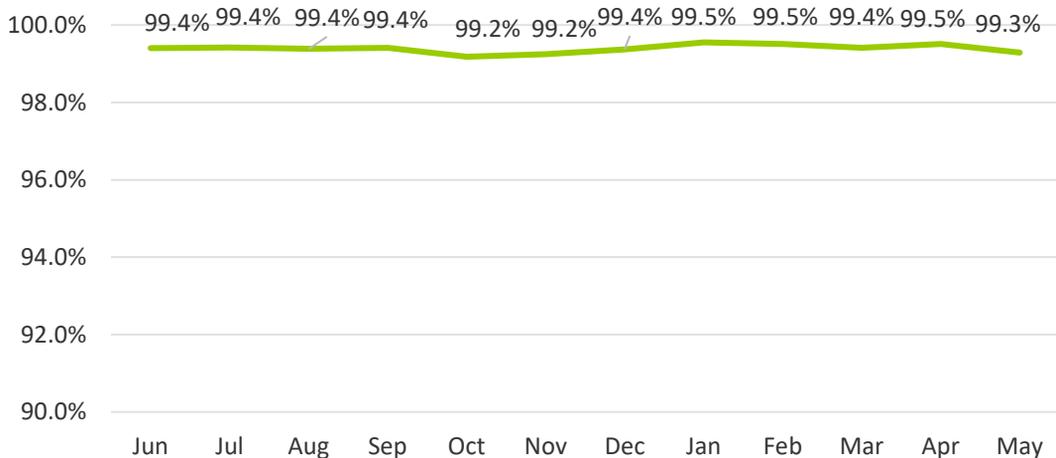
PIEROTH

# Service Performance

## Yodel's Xpect 24 services

Below demonstrates Yodel's 'Attempted on Time' performance over the last 12 months. Even throughout the COVID-19 pandemic and Peak 2020 where we have seen significantly increased volumes, Yodel have maintained service excellence. Average service performance for LTM at 99.4% for Xpect 24.

Xpect 24 service performance for LTM, June 2020 – May 2021



Globally, service performance for Yodel's Xpect service has been consistently excellent, particularly since our operational reset which began in May 2019. Since January 2020, Yodel's Xpect service performance has been at 99.0% 'Attempted on Time' or above, through our peak period we saw service levels significantly exceeding SLAs.

Throughout COVID-19, where we saw unprecedented volumes, Yodel's service performance was unaffected.

As a specialist in delivering wine and cellar products, we understand condition and customer loyalty is key. 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.

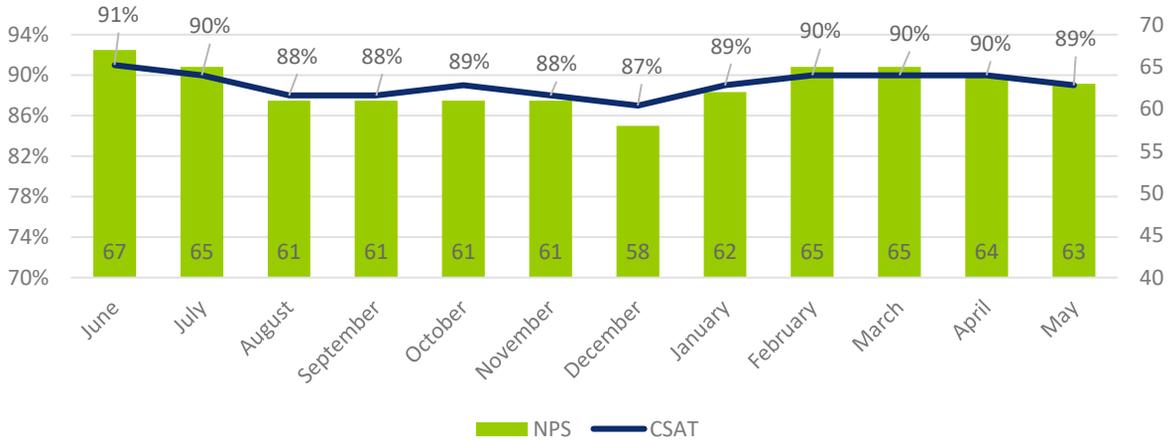
# Customer satisfaction

## Delivering promises

Average CSAT  
at 90% for  
LTM

Average NPS  
at 64 points  
for LTM

LTM view of CSAT % and NPS June 2020 – May 2021



Quarterly view of TrustScore July 2017 – April 2021



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

★ Trustpilot



Yodel now rates 'Excellent' with a

TrustScore of 4.6 out of 5.

# Our Approach

## How Yodel is different

---



### Tools & Experience

Our operations team are well versed in the specific carriage of fragile items, particularly wine and drinks, and will share a best practice approach which we have developed over the past 10 years.

- Bespoke packaging advice to maximise performance and protect your product
- Loading presentation solutions and specific loading processes
- Industry leading damage rates due to infrastructure and processes



### Operational Approach

Yodel have put tools and processes in place specifically for the carriage of fragile items such as wine/beer. These include;

- Specialised sort for handling fragile goods at Yodel's Hatfield hub
- Specialised wine handling station and sortation via our Merlin sorter at our Wednesbury hub
- Consolidated wine returns
- Repack solution for cases containing >50% undamaged bottles (as per contractual and operational agreement)



### Technology

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

- Age Restricted Delivery process for doorstep deliveries
- Inflight options to increase Right First Time performance
- Bespoke performance reports and KPIs for wine shipping clients

# 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 bottles.

Our team of 340+ advisors are on hand via social media, phone and webchat, six days a week. 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 app allows us to speak to our drivers regarding every specific parcel they deliver; giving them the correct instructions for each product. For wine/drinks, we ensure we have the right process in place, including Age Restriction measures if required.

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



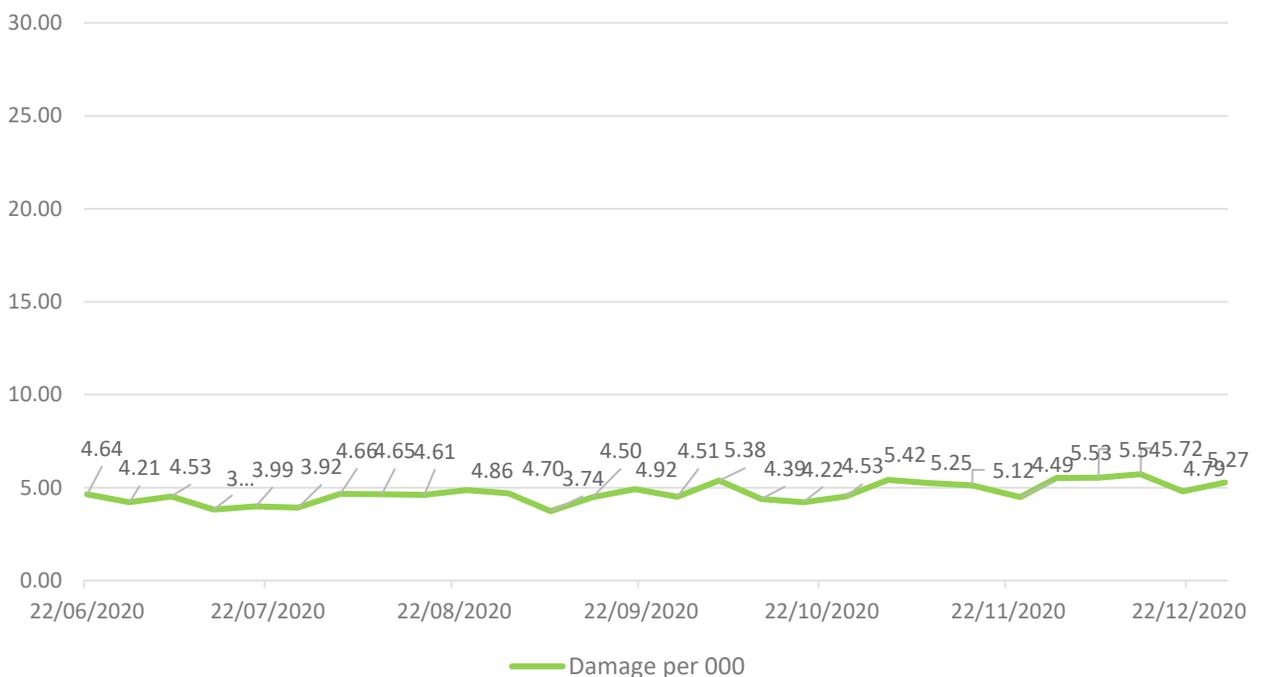
# Wine Damage Rates

## Processes for minimal damage

Yodel's wine damage performance is a metric we monitor continuously. As one of the main wine carriers in the UK, we pride ourselves on our consistently low rates of damage – retaining high customer satisfaction for our client's customers.

Many of our wine retail partners have subscription models with their customers, meaning the delivery element is crucial to customer loyalty.

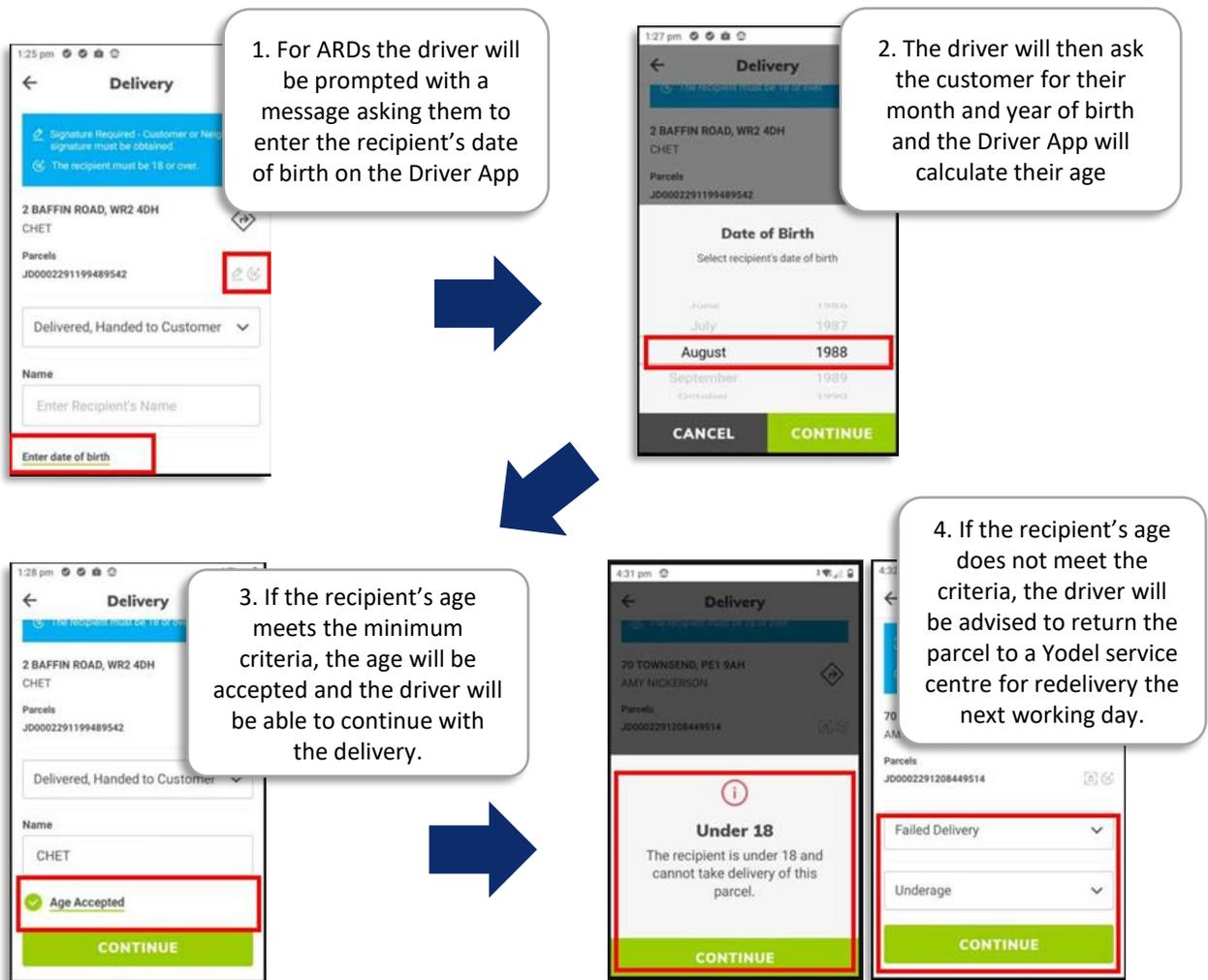
### 6-month view of wine damage, damage per 1,000, June 2020 – December 2020



Average rate of  
4.70 damages  
out of every  
1,000  
processed  
**0.47%**

# Over 18s only

## Age Restriction Deliveries



### What if no one is home?

If no one is home the driver can undertake the same process with a neighbour. If the service is a non-POD delivery, the driver can also leave the parcel safe. This is dependent on the service you select.

### What happens to the information?

Due to GDPR rules, Yodel will not store the recipient's DOB data, this is simply to release the delivery and for security purposes.

### What if the driver keys the information in incorrectly?

The driver will have the opportunity to go 'back' and re-enter the correct details.

### What is the recipient or neighbour refuse to provide DOB information?

The driver will not be able to undertake the delivery and the parcel will be scanned as 'Refused'

# A Case Study

## What we're doing for Laithwaite's



### The beginning

As one of the longest-standing suppliers to Laithwaite's Wines, Yodel have been the online retailer's main carrier for many years. From the beginning, Laithwaite's Wine were looking for a delivery partner to work together with them, share innovative ideas and deliver a good service. Over time, Laithwaite's Wine have used multiple carriers, however have remained consistently with Yodel due to their expertise in carrying their fragile and expensive product.

Laithwaite's Wine opted for Yodel's standard and 24 hour services with leave safe as an option for all parcels, giving Laithwaite's Wine's subscription based customers the flexibility to receive their parcel securely whilst they are out.

*"Yodel deliver the leave safe service better than other carriers."*



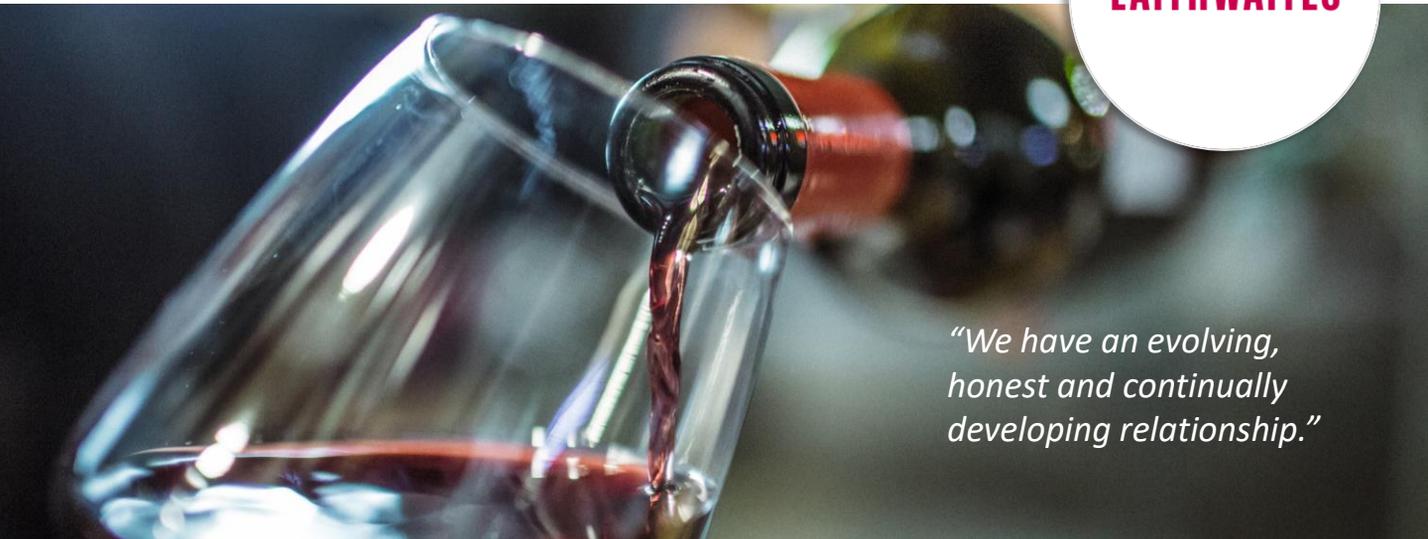
### The solution

During the longstanding relationship, Laithwaite's Wine and Yodel have worked together to ensure the best possible experience for the customers of Laithwaite's Wine. By gaining a thorough understanding of Laithwaite's Wine's product Yodel were able to suggest the wine retailer's parcels were handled through Yodel's specialist bottle sort facility at their Hatfield sort centre. This unique capability has reduced the number of damaged goods to fewer than two cases per thousand that are sent through the Yodel network and contributes to the low number of replacements that Laithwaite's Wine send to their customers. This key performance metric not only gives Laithwaite's Wine the confidence that their shoppers will always receive their wine in great condition, but has allowed the retailer to reduce their benchmark for this indicator across all carriers.

*"Yodel understand our KPIs."*



LAITHWAITES



*"We have an evolving, honest and continually developing relationship."*

# A Case Study

## What we're doing for Laithwaite's

---



### The result

With such a longstanding relationship between the two brands, Laithwaite's Wine enjoy excellent service across multiple contacts throughout Yodel's team. These relationships allow Laithwaite's Wine to be transparent with their customers regarding any possible delays to their deliveries, with proactive and clear communication from Yodel to Laithwaite's Wine during times of poor weather or during peak periods. These easy to forward communications reassure Laithwaite's Wine and their shoppers that their goods will be delivered in a great condition and reduce the number of customer service contacts to the wine-seller.

Laithwaite's Wine have a trusting and open relationship with their account manager, who is open to discussions on how to continue to improve the retailer's offerings to its customers. Yodel implemented operational procedures specifically for Laithwaite's Wine, leading to increased NPS and Customer Satisfaction scores from their shoppers, which have enabled the retailer to focus their strategy on their shoppers' requirements and needs.



### The future

As Laithwaite's Wine look to grow, the retailer is looking to utilise many of the new services that Yodel have recently implemented. By listening to shoppers' feedback and analysing their NPS and Customer Satisfaction scores, Laithwaite's Wine will soon be taking advantage of Yodel's Xpect service, providing shoppers with a two-hour delivery window on the morning of their delivery. These new notifications will be sent using Laithwaite's Wine branded emails and SMS, a standard feature that Yodel can offer the retailer. This keeps Laithwaite's Wine's branding at the forefront of their shoppers minds throughout their shopping experience and improves customer satisfaction.

*"Communications is an area where Yodel really excel."*



"Yodel have always been the best carrier at delivering our products.

We see a very low number of damages that have decreased continuously throughout our relationship, which were enabled with the help and support of Yodel's operational team and our account manager.

We have an evolving and honest, developing relationship, which enables us to work together to improve the service we provide our customers"

**Andy Hawker**  
Head of Logistics, Laithwaite's Wine



**LAITHWAITES**

# Customer Feedback

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

---

"The driver left the wine and covered the wine just as I asked. Very pleased. Thanks"

"Quick, on time, well packaged - excited to try my wine now!"

"Very quiet, polite and friendly driver. I was impressed by the fact that he didn't just put the box, (a case of wine), on the ground, he held it up for me to take from him. You don't see a lot of that."

"Great service. You have delivered my wine for some time now and I have had no complaints. Thanks"

"This is our wedding wine! Helpful driver brought it right to the door even though they were heavy boxes and up a few steps. Thanks!"

"The driver delivered a case of wine to my porch, as pre-arranged, but they also took the extra step of moving the doormat and placing it under the wine case to cushion it, which I really appreciate."

"Always the same, excellent in every way, from ordering to receiving, the best service I've ever had online!"

"Wonderful service from start to finish. Very happy customer! Thank you"

"Parcel left as arranged in safe place no hassle and no problem, as expected my Yodel delivery service first class."

"Service was excellent would recommend it to others very happy"