

YODEL

The Pet
Food Expert



The Pet Food Expert

UK's leading pet food carrier

The stats

- Yodel delivered 4.9m pet food parcels in our last financial year, partnering with key players in the market. For FY22 pet food parcel numbers are set to grow

In summary

- Yodel have built bespoke tools and processes for the carriage of pet foods and pet paraphernalia, particularly in an evolving subscription based landscape
- 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 to maximise your company's performance and protect your goods
- Yodel are also operationally set up to deliver fresh pet foods as we've recognised this as a growth area. This comes from our expertise in handling fresh food and flowers. Our tools, process and people are on hand if this is a business strategy you would like to explore with the right carrier

Some of the clients we work with



The Stats

What we know about this sector

- The UK pet food market is now worth a total of £3.2bn
- Pet ownership has been accelerated by the COVID-19 pandemic: 3.2 million households in the UK have acquired a pet since the start of the pandemic. In 2021 it is estimated that 17m (59% of) households have pets
- The most popular pet in the United Kingdom is the dog, with 33% of people owning one (Generation Z and Millennials are driving the increase)
- There are now 34 million pets in the UK including 12 million cats and 12 million dogs, 3.2 million small mammals such as guinea pigs and hamsters, 3 million birds and 1.5 million reptiles
- Upward trend in spending on pets and related products: In 2020, consumers spent nearly £8bn on pets and related products in the United Kingdom, approximately double the pet expenditure levels ten years prior

Market drivers:

- Humanisation
- Premiumisation
- Covid-19 has strengthened the outlook for growth across the UK pet care market

*In the United Kingdom 2020...

- 26% of people bought pet supplies online in the last 12 months
- 28% of people bought pet supplies both online and instore
- When asked 'Where have you bought dog food/-snacks or special food in the past 12 months?' 30% bought from an online retailer and 33% from an online marketplace



The Service

The ideal match for this sector

XPRESS

**Next Day (24hr) or
Two Day (48hr)**

07:00 – 21:00
6 days a week as standard
3 delivery attempts
Inflight options

End-to-end tracking

Email, SMS and App
notifications

POD <£25 transit liability

W: Max 17kg
L: 90cm
C: 0.113m³

Mini option: Max 3kg,
50cm
C: 0.013m³

XPECT

**Next Day (24hr) or
Two Day (48hr)**

07:00 – 21:00
6 days a week as standard
3 delivery attempts
2-hour window
Inflight options

End-to-end tracking

Email, SMS and App
notifications

Real-time driver App with
parcel countdown

POD <£25 transit liability

W: Max 30kg
L: 120cm
C: 0.23m³

XL option: 170cm
C: 0.28m³

Yodel's Xpress service provides customers with a notification on the morning of their delivery day. Yodel's premium 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.

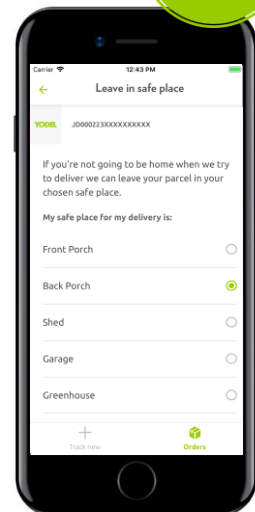
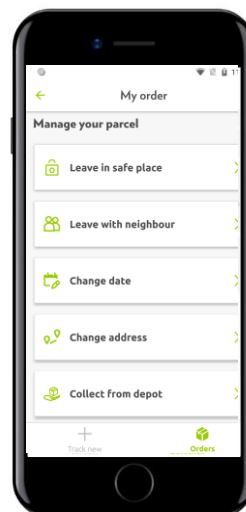
Since developing our Inflight feature, we have also seen our 'Right First Time' performance improve as it puts the control back in the hands of the customer. Yodel offer seven interchangeable options which retailers can switch on and off.

INFLIGHT

Our Xpress service provides two options; nominated safe place and preferred neighbour and our premium Xpect service offers all seven features which include;

- Nominated safe place
- Preferred neighbour options
- Change delivery date
- Change delivery address
- Collect from depot
- Collect from Yodel Store
- Hold I'm on holiday

These options can be switched on and off dependent on the product being delivered.

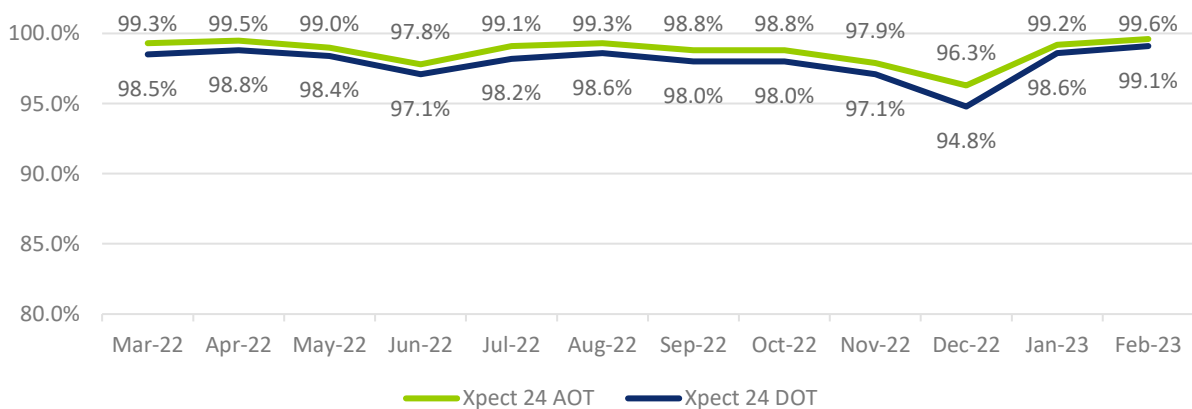


Service Performance

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 pet clients.

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



As a specialist in delivering pet products, we understand condition and customer loyalty is key. We have put a number of tools and processes in place to ensure minimal damage and a great customer experience to keep your customers coming back again and again.

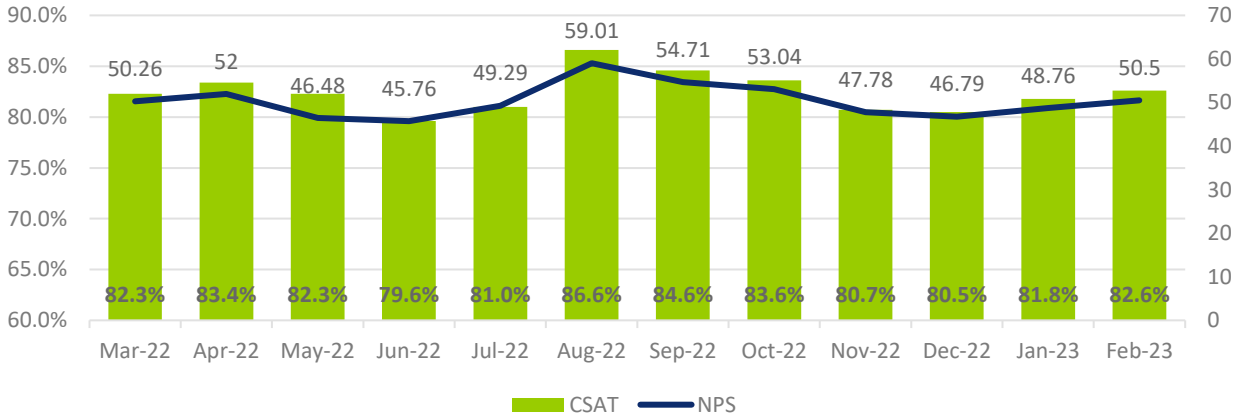
Customer satisfaction

Delivering promises

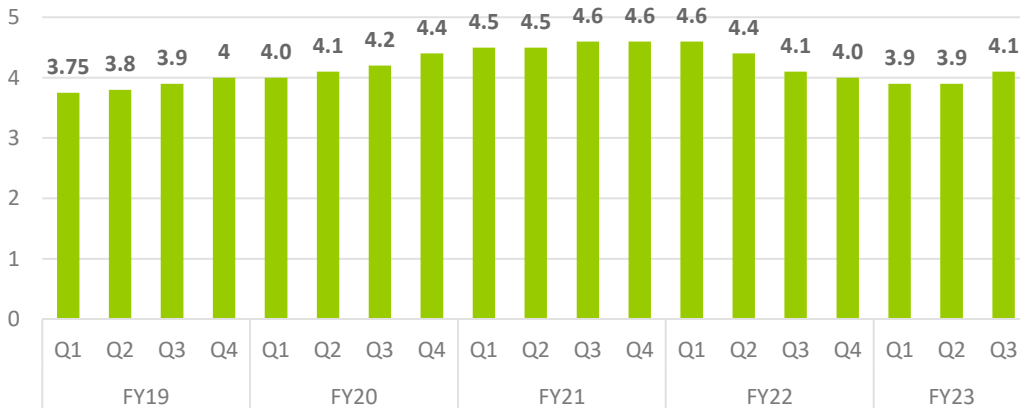
Average CSAT at 82.4% for LTM

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

Our operations team are well versed in the specific carriage of pet items, particularly food, 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
- Solutions for chilled foods if fresh pet food is on your new product roadmap. Such as chilled trailers, fresh desk proactive monitoring and specific doorstep processes



Operational Approach

Yodel have put processes in place specifically for the carriage of pet food.

- Loading presentation solutions and specific loading processes
- Industry leading damage rates on bagged items due to infrastructure and processes
- Disposal methods based on your preferences if you wish not to receive pet foods back to your distribution centre



Technology

- 2-hour ETA and parcel countdown feature, particularly helpful for notifying customers of heavy items arriving
- Daily fall-to-ground forecasting for next day deliveries, providing the most granular planning for great service performance
- Yodel's Xperience feature which allows you to personalise your notifications to your loyal customers
- 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

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

Our team of 275 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 each sector we ensure we have the right inflight options in place. These can be switched on and off depending on the product being shipped and has significantly improved 'Right First Time' performance.

Yodel 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 Tails.com



The challenge

Yodel and Tails' relationship began as the online pet food supplier was starting up their ambitious new business. As a subscription model retailer, Tails knew from the off that their carrier and service that they provided would play a pivotal role in the success of their organisation and their customer reputation. Following nearly a decade of working together, Yodel is an extension of the Tails team, understanding their requirements, challenges and opportunities. Initially, Tails approached Yodel with their concept and asked for guidance and education in delivery. Yodel's insightful and entrepreneurial aspects were encouraging and their enthusiasm to help a growing business through flexibility on delivery options and reliability of service were also important factors for the team at Tails.

"Yodel took us seriously when we were a growing business and have supported us 100% as we have grown"



The solution

Tails saw significant growth as their high-end product attracted a discerning customer base. Throughout the relationship Yodel and Tails have worked together to identify how to delight customers, maintaining Tails' excellent reputation for product and service. As an online pureplay retailer, Tails knew that ease of receiving their product was incredibly important to their customers, who are subscription-based consumers. Working with Yodel to understand their customers' delivery requirements, a suite of safe place options were created for drivers to be informed of via the Driver app, ensuring Tails customers knew exactly where their delivery is whilst they continued with their busy lives. To ensure all of the UK population were able to feed their pooches, a variety of timed services plus geographically specific services are offered, delivering to every postcode in the country. Through the longstanding relationship with Tails, Yodel has been able to become a specialist in delivering pet foods, with the carrier's network set up for carefully transporting this delicate item, delivering it in a great condition and providing customers with delivery options that fit around busy consumers' lifestyles. Conversations between Yodel and Tails are open and honest, and is a base for continuous, pro-active conversations on how the partnership can expand and service consistently improved.



A Case Study

What we're doing for Tails.com



The result

Service levels have always been consistently high with an attempted on time performance at 99.5% for March 2023. Tails are able to deal with any queries via eRin, Yodel's bespoke client platform, giving their teams the ability to self-serve their customer queries and receive proactive information on their parcels in the Yodel network. Having access to Yodel's Have Your Say programme allows Tails to monitor the comments their customers leave about their deliveries and that transparency of reviews fills Tails with confidence that their product is being delivered in the best way possible.

"We work together, and Yodel are quick to help. We regularly catch up to identify opportunities to deliver an even better service"



The future

Tails expansion into cat products has brought more volume and a wider consumer base to delight. As both businesses continue to grow together, opportunities to promote Yodel's technical advances, such as the Yodel Parcel Tracker app, to Tails customers indicates their customers will continue to be delighted with their pet food and their delivery.

"We have a really collaborative and responsive relationship with our individual business needs listened to"



Tails[™].com



Customer Feedback

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

"Delivery team are brilliant. My dog food arrived on the date it was due which is great and the delivery team followed the instructions which is amazing and I was able to track my parcel which I like so I know when it's near by and it's the best place to get my dog food the parcel was in good condition and I like it when I get updated on my emails so I know when it's arrived and it's great that the delivery team lets you add a safe place which is fantastic."

"I look forward to seeing Debbie when she drops off the cat food, she's always got time to give Tigger a stroke and have a minutes chat."

"Friendly, helpful delivery person who gave my dog a biscuit after asking permission"

"Very quick delivery and good communication throughout. It was easy to track my parcel and great that I had a timeframe so that I knew when it was arriving rather than waiting in all day. The delivery driver was very polite and friendly."

"It's been fabulous, I always know my two cats will be looked after, also I don't need to lug heavy boxes from the shop which during Covid 19 I have not wanted to go out"

"My cat food is always delivered super quick which is a massive help when you run a busy cat rescue. The drivers are always very friendly and polite. :)"

"Very positive. Safe driver regular delivery of dog food supply. Please thank him for his service."

"The delivery drivers were very pleasant and helpful. First class service. We had plenty of communication of delivery and tracking details."

"Our driver is always the same person and he is spot on. Great attitude and a good ambassador for Yodel."