

Your UPN magazine

# DESPATCH

Issue 15

Volume 3



## SmartSCORE



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### OUR NEW CUSTOMER EXPERIENCE FEEDBACK TOOL

Taking our "Drive Service Quality" Initiative to the next level, UPN are pleased to announce the launch of UPN SmartSCORE which we believe is the first fully systemised online customer experience feedback tool to be introduced within the UK Pallet Network Sector.

UPN SmartSCORE is a comprehensive online feedback tool that is now being used both centrally by UPN and locally by its member network to engage with customers and enable them to provide valuable feedback insights.

*"The impact of customer feedback on loyalty is particularly significant in our sector. Here at UPN we pride ourselves on provision of service excellence right across our network," said UPN Managing Director – David Brown, "Our emphasis has always been on driving service quality. We are a network that is built on service not volume.*

*We want to help our members and their customers to shout out loudly about the great service that Team UPN are providing. We want to help our members to build great reputations within their areas.*

*We want to help them to shine online, to optimise their Google Rankings, and to optimise their SEO. UPN SmartSCORE will enable both UPN and all our members to actively engage with customers, to strengthen relationships, to boost retention, and to gain valuable testimonials".*

*Furthermore, by listening to feedback and implementing changes accordingly, we can further enhance the overall experience of the UPN Network, increasing customer loyalty, both for our members and for UPN as a whole." (continued inside)*

INSIDE POSTER – UPN MID YEAR 2023 WALL PLANNER



# SECTOR SPOTLIGHT



The Association of Pallet Networks

The Association of Pallet Networks has released its sector report for 2022. APN Chairman Paul Sanders says the 2022 figures show that the network sector has finally left the pandemic era behind, and we can see that despite the fluctuations of the past four years, network volumes have continued to grow in real terms.

*"The pallet network sector has had so much thrown at it in the past four years - COVID, Brexit, labour shortages, a strained economy - and yet it has proved to be exceptionally resilient, commercially and operationally,"* said APN chairman Paul Sanders.

#### Key points include:

- 2022 total pallet volumes at 29.2m, 8.2% up on 2019
- 61.9% of all pallets delivered on a next-day service
- B2C volumes at 4.6m, three percentage points up on 2019 (15.9% vs 13%)
- 50-50 split between premium and economy services for B2C
- B2C full pallets favour economy services; B2C quarter pallets favour next-day delivery
- Hub safety improved for fifth year running at 0.46 accidents per 100,000 pallets

*"The major take-away from 2022 is that B2C growth has stayed high and was not a transient feature of the pandemic,"* says Sanders. *"At 16% of all pallet volume, this is now being driven by the increasing popularity of e-commerce for large household and manufactured supplies."*

The Pallet Network Sector Report 2022 shows continued strong growth, despite the fluctuations of COVID and an equalising effect after the pent-up demand of 2021.

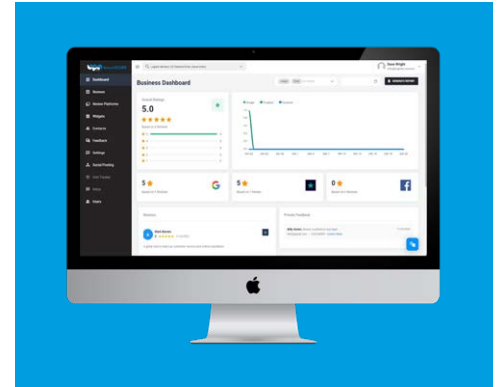
theapn.co.uk

## UPN SMARTSCORE TAKING "DRIVE SERVICE QUALITY" TO THE NEXT LEVEL

Following February trial UPN launched SmartSCORE to its membership in March and received an excellent response. It's another valuable point of differentiation for UPN to take its "Drive Service Quality" Initiative to the next level in 2023."

*"At UPN we understand the significance of customer feedback and its powerful impact on customer loyalty. We are committed to providing our customers with the highest levels of service and actively seek feedback to continually improve our services. UPN SmartSCORE allows our customers to share their experiences and provide valuable insights that help us to enhance their overall experience. We are dedicated to delivering reliable, efficient, and cost effective solutions to meet the ever evolving needs of our customers."*

UPN have recognised that with the increasing traction of online resources such as Google Reviews,



TrustPilot, TripAdvisor, etc, the role of online feedback in shaping customer experience has grown significantly in recent years, and its impact on customer engagement and loyalty is becoming increasingly apparent.

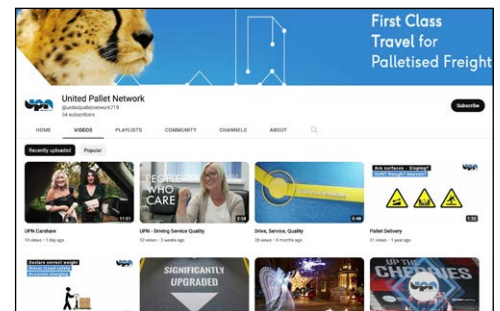
Online customer feedback tools have emerged as crucial to enable companies to monitor customer satisfaction levels and improve their services. These tools allow customers to share their experiences, positive and negative, and provide valuable insights to enable companies to improve services.

## IMPACTFUL NEW YouTube - POWERFUL NEW VIDEOS

UPN has given its online presence a significant boost with the introduction in 2023 of a refreshed and revitalized YouTube Channel, and the introduction of two new promotional videos. United Pallet Network YouTube is now fully segmented and new for 2023 are two high quality UPN Overview videos - "Driving Service Quality" and "Carshare".

"United Pallet Network YouTube" now provides clear areas - Why UPN? - UPN Services - UPN IT - UPN Support - UPN Adverts - where there are a full suite of videos - highlighting - the uniqueness of UPN IT,

"Carshare" is a light hearted look at UPNs heritage and strong pedigree. An overview of how UPN has grown since its inception in 2001, and some of the big highlights on the company's journey to where it is today as a market leader provider of high quality palletised freight delivery services.



the quality of UPN services, how to get the best from UPN services and most importantly, why UPN is different as a UK Pallet Network.

"Driving Service Quality" is a dynamic impactful video overview showcasing all that is special about UPN as a network - UPN Services - UPN SmartHUB - UPN IT Support - and most importantly Team UPN - the people all over the UK that make everything work like clockwork.



SEARCH - "UNITED PALLET NETWORK YOUTUBE" - YOU WILL LIKE WHAT YOU SEE!



First Class Travel for Palletised Freight

## TWO IMPORTANT NEW TEAM UPN MEMBER PARTNERSHIPS NU VISION LOGISTICS AND FREDERICK R. MILLER

UPN is pleased to announce the commencement of two important new Team UPN member partnerships – Nu Vision Logistics and – Frederick R. Miller.

Nu Vision Logistics joined UPN in February. Nu Vision Logistics are a high quality business who are based in Nuneaton Warwickshire and operate a second warehouse at Crick. They specialise in pallet distribution, courier services, warehouse storage, and exhibition/ event transport.



**Established in 2013, Nu Vision Logistics is a family-run business founded by Directors, Jon Thorpe, and Paul Thorpe, who have many years industry experience between them.**

“At Nu Vision Logistics, we strive to continually look ahead. With our forward-thinking attitude, we continue to develop and improve our range of logistics services that help to keep our clients businesses moving. We understand the importance of strong customer service, efficiency, and reliability”, said Jon Thorpe, “Paul and I were impressed with the friendly,

professional, and honest attitudes of the UPN people we met and immediately felt that the personality of the company aligned well with the values of Nu Vision Logistics. We’re looking forward to a long and successful partnership”.

“I am really pleased to welcome Nu Vision Logistics to our network. They are an excellent company and have established a very strong local brand identity which can only help the growth of their UPN business”, commented UPN Managing Director – David Brown.

Nu Vision Logistics are handling several CV postcodes on behalf of UPN.

**Frederick R. Miller Ltd joined UPN in March. Based in Godalming, Surrey with a history dating back to 1968, Frederick R Miller are a family-owned business with a strong reputation for quality and service and cost effective logistics solutions.**

“We actively nurture open honest relationships with both suppliers and clients”, said Frederick R. Miller – General Manager – Michael Brown, “We place a real emphasis upon customer service, supporting our clients’ businesses by understanding their needs and aspirations so that together we consistently delight the end user with the quality of service that they receive. We’re excited to be joining UPN and working together”.

Frederick R. Miller Ltd have over fifteen years’ experience in palletised freight distribution, and also provide a comprehensive range of services for urgent freight all tracked and visible to clients via advanced IT systems. The company also provides extensive storage facilities and has the capability to move full and part loads across the UK and Ireland.

“Frederick R. Miller are an important addition to our network in an important area for us”, commented UPN Managing Director – David Brown, “We have excellent business opportunities in Surrey and it’s important that we have a member in the area with a reputation for reliability and service. Frederick R. Miller are going to be a real asset to our network”.

Frederick R. Miller are handling several GU postcodes on behalf of UPN.



**This year founder member of UPN, Lescost Transport, is gearing up for growth with the investment in new fleet, new online profile, and introduction of a range of exciting new marketing initiatives.**

To boost brand awareness and refresh the company image, a strong new corporate identity has been introduced with a developed “colour palette” and a powerful new tagline – “More than Logistics” - new vehicle fleet has been introduced with a striking new livery system that has been developed as a part of the corporate identity refresh.

A clear, professional, and impactful new website has been introduced presenting the Lescost Transport business and service portfolio. Social media presence has been energised across all the key platforms with a programme of new initiatives such as Testimonial Tuesday highlighting great customer service, and Throwback Thursday rolling back the years into the Lescost Transport archive.

Not forgetting its corporate social responsibilities, Lescost Transport is actively supporting four important charities – Cancer Research UK, DEC (Disaster Emergency Committee), Ukraine Crisis Appeal, and closer to home in Newcastle – The Peoples Kitchen.

Established in 1979, North East based UPN member – Lescost Transport were a founder member of UPN in 2001 and have grown as a business in parallel with the growth of the UPN network. A family business now run by energetic leaders, Leanne Hunter, and Michelle Tyler, Lescost Transport now has over sixty employees across locations at Washington, Gateshead, and Chester Le Street.

# UPN ANNUAL AWARDS SUCCESS!

After three years of madness when the world changed so dramatically and so quickly – Brexit – Volume swings – No Drivers – Covid Lockdown – Wild Weather – Government turmoil – War in Europe – Team UPN were finally back together again in Nottingham at the close of 2022. Whilst the general public was cocooned at home and in safety bubbles, Team UPN Key Workers kept UK PLC in business. It certainly was time to celebrate!



It was the UPN Annual Awards Ceremony where nearly 400 guests came together for the first time since 2020 to recognise challenges, adversity and loss and at the same time to celebrate significant achievements and success.

A fabulous night of recognition and revelry was boosted by some very special entertainment.

A marvellous show by astounding hypnotist – Robert Temple – who literally mesmerized the audience! A spectacular special appearance by “Marilyn Monroe” who wowed Team UPN with her unique birthday serenade before presenting the major awards of the night. The LPC band got everyone moving on the dance floor with their effervescent vibes. Whilst

magician Chris Stevenson and his team circulated around Team UPN causing amusing mischief and showcasing some superb magic tricks and pickpocketing antics. All round a very special night celebrated by a very special team of people – Team UPN – Stronger Together!!!!

## KATE HOBSON, AND UPN LOYALTY REMEMBERED

**Kate Hobson was a highly valued member of the UPN central administration team. Based at Leicester Kate had been an important part of UPN from its inception until passing away – too young – just eighteen years later.**

In memorial to Kate, who was a diligent and extremely loyal servant to UPN an important new awards category was introduced at the 2022 UPN Annual Awards Ceremony – “The Kate Hobson Loyalty Awards” - UPN member and UPN Staff loyalty awards in recognition of eighteen plus years continuous service.

The inaugural UPN staff recognised were –

- **Darren Ward** – UPN SmartHUB Night Operations – who joined on 1st June 2001
- **Nick Williams** - UPN SmartHUB Night Operations – who joined on 2nd April 2002
- **Gary Flockhart** – UPN IT Development - who joined on 10th April 2002
- **Paul Crampton** – UPN SmartHUB Night Operations – who joined on 9th September 2002
- **Ivan Bone** – UPN Central Compliance – who joined on 9th September 2002

The inaugural UPN members recognised were –

- **Martyn Barratt Transport** – Nottingham – who joined on 4th June 2001
- **Lescost Transport** – Tyne and Wear – who joined on 4th June 2001
- **Parcelrite** – Leicester – who joined on 4th June 2001
- **Tap Freight** – Barnsley – who joined on 22nd October 2001
- **FSW** – Oldbury – who joined on 4th March 2002



**Big congratulations to these very special people and organisations for their longstanding loyal commitment to UPN over the years and their significant contributions to the networks growth and success.**



**First Class Travel for Palletised Freight**

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