

COVID 19 Customer Feedback

Some critical feedback from our clients' customers



"I have just place my first order online. I always buy your brand of seeds from garden centre and they have always come up trumps! Due to the Coronavirus with everything shut down I was able to purchase from your website, where so many have no stock, so very happy.

"Great system to choose the right plants. I am in lockdown and on maternity leave so if OI am not going to have a lovely garden this year I think I will never succeed..../. really looking forward to receiving my order.



Below feedback is our customer voice in the current climate, all of which has been shared verbally with advisors from our Contact Centre in the past 10-days.

- A customer just called to say thank you for sending his parcel in the present circumstances. He was delighted with his goods and the service he received
- One customer placed 2 large orders with us today, she was so positive. After a week of self isolation she wanted us to know she was loving the ability to browse through the catalogue at leisure, and how nice it was to talk to someone other than her husband
- A customer sent this note with their post order: "Thanks for keeping working. If my order cannot be dealt with, I am willing to wait until it can."
- Without exception everyone I spoke to this morning was amazing – they were really happy that we were still open as they are stuck at home with a new catalogue and lots of time on their hands!
- Customers understand the affects these difficult times may have on us and expressed their best wishes and well-being for us
- Customers are happy that we are open, they are desperate to talk to people, and a large amount of customers have said we are the only people they have spoken to in a while
- Customers have commented on how quiet it is when talking to home workers; they ask if they are working from home and, when confirmed, they are really pleased that as a business we are giving them this opportunity



*“Very good choice of nappies, wipes and toys. Love the idea that it is ethical and the products are kind on the environment. The bamboo nappies and wipes are far superior in quality from other bamboo products I used before. It is more expensive but marginally. Also used them as the covid-19 started. They were the only ones with stock and short delivery times. Didn't have to wait over a week for delivery”
Written on 31 March 2020”*

*“So easy to order with Ethical Superstore. Delivery was quicker than anticipated, delivery driver was conversant with the current social distancing/self-isolation advice on delivering parcels. So a huge thank you, I might just scrape through the next 6 weeks now that I have my favourite coffee xXx Take care and stay safe Ethical Superstore Team”
Written on 26 March 2020”*

*“This was great and arrived on time which in these current climes I was not expecting. Thank you ethical superstore, I finally have toilet roll and no wasted plastic too - hurrah
Written on 25 March 2020”*



“Thank you! Despite the pandemonium in the country my order arrived early! Well done.”

“Excellent service. Order arrived incredibly quickly considering it was during then lockdown. We will definitely use you again.”

“Fast & Efficient Service I have ordered several items over the last couple of weeks to really progress with my Yoga at home in view of recent events!! Yoga Matters have been fantastic. All items delivered very quickly and arriving when they should. You are kept informed of your parcels progress. I have been very impressed. Now I look forward to getting on my mat. Namaste.”



“@grazedotcom singlehandedly keeping my sanity at bay right now”

“Hi, I received my second graze box this morning and I just wanted to let you know how much me and my husband are enjoying them, particularly in this current climate, it's something we can rely on to bring a little brightness to our day.....”

"Thank you so much to you and Graze still fulfilling orders and snacks to keep us healthy in what has become unprecedented/ upsetting times for all the population across the globe "

"Well done you for keeping us supplied with tasty snacks. We need something to cheer us up"



"Kids love this.....something to look forward to in the post while at home."

"This has been a god send this week to keep my toddler amused during the lockdown"



"As it all should be. Very quick service even with the restrictions"

"Crayola activity pack. Keeps the grandchildren busy during covid19 lockdown"

"I am totally satisfied with the service. I understood why the goods were late, because of the Coronavirus. Everything turned out fine. Glad to have the option to order online."

"Great value: and good information about delay in delivery. Delivery driver very careful about keeping distance and wore gloves. Very pleased indeed. Thank you."

We understand and appreciate the efforts that our delivery partners are making during this lockdown period. So many vulnerable people are being helped and isolated families empowered with these deliveries. Thank you Whistl, let's hope we can keep this going for as long as we remain needed.

Charlie Chen



"10:32] Karen

Mr Davey, thanked us for us for staying open to assist those that are self-isolating he was very grateful."

“[12:18] Laura

I have just had feedback from a customer who was very grateful we are still able to supply item especially as she was isolating for 12 weeks. She was also very happy that we are all being kept safe too.”

Post as Essential form of communication



From our perspective, the services provided by Whistl and Royal Mail in keeping the postal network open is a key enabler to allow our customers the chance to access and interact with their life savings through this exceptional period. As a large Financial Services institution, many of our long standing customers may not have access to transact with us digitally and there is a large proportion of our customers we do not have e-mail information for. This means that letter post plays an essential role in our daily customer services which includes posting cheques and statements which play an important part in letting our customers financially plan and access their savings at a potential time of need.

The Financial Services industry has been granted exception status by the UK Government to remain open for the above reasons and this allows us to continue to support the economy. We also have a Regulatory need to treat all customers fairly. This can only continue if the external mail network remains open.

James Dickson
Head of Print and Logistics Solutions



TV Licensing

Whistl remain essential partners in ensuring BBC TV Licensing are able to maintain a consistent and necessary service of providing written communications to customers. They consistently exceed demanding Service Levels and work closely with the TV Licensing team to achieve all our delivery targets, even when specific policy changes create sudden surges in volumes.

We are currently working closely with Whistl to manage significant business impacts due to Covid-19 and the team continue to be professional, responsive and quick to respond to our delivery requirements, which are changing week on week. They are ensuring we can maintain essential contact with our customers during a very challenging time and it is hugely appreciated.



I wanted to support what Paul has sent you about the role Whistl plays for us being able to send information to our customers.

This includes regulatory and contractual information that customers need so they are reassured of the cover they have, and how they can access our claims and breakdown services they have paid for. While some can be sent electronically, we still have documents to post as customers are able to choose how they would like to receive information. Whistl play a critical part in this process for us.

Lesley Atkinson
Head of Marketing Operations



Use of hybrid mail (Clarity Mail)

In the last 2 weeks I have been in-undated with Clarity Mail queries due to people working from home as a result of COVID 19.

This in turn has given us a record month with Clarity Mail, our hybrid mail solution. Whistl process and mail all of the 2nd class mail for this service and a vital part of our mail offering at Integrity Print in such difficult times.

Thanks,
Keith Anderson
Transactional Account Manager



Postal donations are a lifeline to charities at this moment in time and it is great to see that the mail system is working just fine. Could you please feed this back to the team at Whistl as it really does make a difference as we need to maintain our donations so that we can continue to support people living with cancer.

Dave Sharp
Head of Procurement



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Richard Boon
MD

There are many brands that can provide food, supplies, gifts, cards and sporting goods to a population that is restricted to their homes, but without targeted mail, these brands cannot be discovered or put to use by people who are currently seeking these products and services. Many of these brands are nervous about the rumours of the closure or strikes, meaning their marketing activity will be cancelled or suspended, creating a lose-lose for brands and consumers.

- We have food clients that are partnering with puzzle clients to provide puzzle books for the elderly and vulnerable.
- We have online pharmacies that are looking to reach a similar audience where they are unable to visit chemists.
- We have sporting retailers that want to support the health and fitness of millions that are restricted to a single form of exercise and rely on online ecommerce to access equipment and sportswear to stay active and healthy. We also have gifting retailers that are helping provide thoughtful cards and gifts for families that are torn apart over Mother's day and Easter.
- We have food delivery companies that need to reach vulnerable households with menu's and communications about product availability, how to order and how to ensure a delivery slot



During the Coronavirus crisis it is important to recognise the role that everyone within the logistics sector is playing in the effort to maintain critical communication.

For the avoidance of doubt, Synertec do not produce direct marketing mailings of any type

- We handle c.45,000,000 critical patient communications per annum, on behalf of the NHS
- These communications are patient appointment management and clinical correspondence, and follow-up communications
- We also handle c.25,000,000 transactional financial and other critical documents per annum, on behalf of a wide array of Commercial and Public sector organisations

I'm certain that our NHS and our customers will not want any disruption to the normal flow of communications, particularly during this time of national crisis.

Additionally I'm certain that our Commercial and Public sector customers will not want any disruption to the normal flow of their critical financial and other communications, which if disrupted will damage their cash flows and could ultimately lead to job losses.

The current crisis has re-enforced the very important role that Royal Mail play in the critical communication supply chain

- They are essential part of the communication flow to the general public and business, particularly to those who are not able to receive in a digital manner

I feel that it is vital that Royal Mail continue to be able to provide the six day delivery service to their customers

- It is the only way to be able to reach every household and business in the UK in an efficient way
- For example I understand that The Prime Minister is using the Royal Mail to deliver a letter to every household, demonstrating why it is important that this vital daily lifeline is kept in place for all organisations to use during the current crisis

Whistl is playing a key part in enabling us to still operate, keep people employed, and serve our customers in a way that they can rely on.

- Without their ability to operate we would not be able to continue operating during this time

Whistl part of supply chain for online retailers



Simply Supplements are not only helping vulnerable members of our community to remain safely isolated within their homes, but we are also easing pressure on the supermarkets, which are being overrun with home delivery requests.

The level of support felt particularly by our older customers in recent weeks has been borne out by the independent reviews left on our Trustpilot account. Just a couple of recent examples include...

“In these troubled times I didn’t expect such service. I’m 76 have had cancer and kidney probs. My cancer nurse suggested multivits.”

“I still need to boost my immune system and general health at my age (80+) so I continue to take daily vitamins, omega 3, and essential minerals e.g. zinc and others. I have taken extra Vitamin C of late as I believe it may be beneficial at this time of the Coronavirus outbreak.”

The reality of the current situation is Simply Supplements is helping the British public to remain fit and healthy in these difficult times. Fast, reliable home delivery outside the supermarket supply chain is a crucial part of this service.



“We are currently experiencing a higher than normal demand for School & Art Supplies to assist parents educating their children at home. We are seeing increased orders from Charities and Community organisations for Puzzle and Colouring books to send out as part of care packages being distributed in their areas. Adult colouring & puzzle books are very popular for relieving stress and benefit mental health, particularly during these challenging times.

Without using our current channels within the Whistl & Royal Mail networks, we wouldn't be able to send out the desired volumes to our customers. Without the ease of low-risk online shopping, customers would have to make additional trips to find these items in their local stores.”



Many of our clients are selling goods online that would otherwise require customers to make additional trips to the shops. Whistl helps us deliver 1000's of items into UK households daily, with products such as pet foods, IT peripherals, feminine hygiene products and a revolutionary product that is just being launched to stop dehydration in dementia related illnesses. Companies like Whistl are working through these incredibly difficult times to allow business to consumer fulfilment specialists like ProFS to deliver to the nation. They are the unsung heroes on the front line

Chris Vautier
CEO ProFS Group



“The service has been really helping our customers in need. Particularly all of the mums and dads who have kids at home. The packages the team deliver are helping to educate the nation and it’s making a big difference too many families’ lives. Not all hero’s wear capes!



The online / delivery side is absolutely essential to our continued business. Despite offering food at the stores we've managed to keep open, online is turning over more and keeping more staff employed. Customers are pleading with us to add extra delivery capacity. We're even looking at taking more staff on which is obviously a benefit to those who have maybe lost their jobs. Our social media is full of people asking for deliveries.

As a business, we are relying on our online retail channel more than ever to support us during these difficult times. All our stores are currently closed due to COVID-19 restrictions, so online retailing is a vital source of revenue.



The Works offers books, toys and craft products to engage people of all ages while they are stuck at home. We also sell a wide variety of educational products which have surged in popularity since the closure of schools across the country. We rely on our carrier partners such as Whistl to deliver orders to our customers. The Works sees Whistl as a trustworthy and reliable partner, providing a vital service to the business.

Tom Doak
EComm Operations Manager



AA Global Solutions

I have numerous (as I'm sure you all have also) instances where the delivery network has been a vital link in getting much needed supplies to the medical fraternity. A very close friend of mine works in Queens Hospital, Romford. He reached out to me in desperation looking for facemasks, telling me that they had a woefully short and rapidly dwindling supply. Both he and his wife were being expected to work with Covid-19 patients and his fear was that the few PPE items available would run out, could I help. I was able to organize a delivery of approved standard masks to him which, without our supply chain, would have been impossible.



Rex Brown is an official and essentials distributor of household and personal care goods. We have key strategic accounts with the likes of unilever, P&G, Kimberly Clarke amongst many others which we are delivering every day to customers.

We are operating the warehouse under strict guidelines and adhering to policies to ensure all products that our vital in this time for customers are dispatched accordingly.

Its essential couriers such as Whistl are available and vital to the whole distribution network for us and our customers

Customer Service & Operations Manager

Shark | NINJA

While our products are not classed as “Essential Items”, the current government guideline is clear: “Online retail is still open and encouraged”. Online retail is now key to keep the UK economy going and to sustain jobs through this very difficult time period but also to sustain tax collection. We are also still able to help customers providing spare parts or replacement vacuum cleaners; some customers have chased delivery stating “I am asthmatic, I like to use the pet hair piece as my daughter has a kitten”... “We are without a vacuum now in a bust house with kids and pets. We need some suction fast!”

“SharkNinja sales have clearly been affected by Covid-19 and, while we’ve seen a small increase in ecommerce sales, we are still facing a very challenging retail environment. Like most UK businesses, we are having to be prudent with expenditures and are focusing on sustaining our operations. We are sustaining our business thanks to the work and dedication of Whistl employees and other third parties employees. We truly appreciate your team has provided a life line to our business.....”

Nick Fournier
VP Operations