



Elanthy

Type of Business
Olive Oil Retailer

Location
Chipping Norton, Oxfordshire

Volume of international parcels
200-300 parcels per week

Customer since
July 2011

Services
express24

Website www.elanthy.com

Company Overview

Since 1995, Elanthy have been selling extra virgin olive oil direct to restaurants and households in the UK and now have more than 15,000 customers.

How Parcelforce Worldwide have made a difference

Thousands of olive oils are sold across the UK, but few can match the fine flavour and freshness of Elanthy. Each month, their extra virgin olive oil is transported from the mill in Greece to their base in the Cotswolds for immediate distribution.

Elanthy relies on word of mouth, with 80% of order taken over the phone and the remainder on their website. Whilst customers have always been impressed by the incomparable taste of Elanthy's extra virgin olive oil; their delivery experience has been somewhat less consistent.

Managing Director, William Davies, explains: "Having free, next day delivery has always been a huge selling point for us but that soon becomes worthless if the product gets damaged or delayed as we know from experience, customers who've had one bad experience are unlikely to place another order."

Since switching to Parcelforce Worldwide in July 2011, the delivery side of Elanthy's business has been transformed and William is delighted. "I've tried all of the big carriers over the years and

I've never had a service quite like this. We're getting a first time delivery rate of 99.9%. It really is remarkable."

Parcelforce Worldwide's handling procedures have also made a real difference to the way William's business runs: "It's clear that the people in the depots and the drivers handle our product with much more care than other carriers we've used in the past. I'm finding we're getting virtually no damage and customer service issues are practically non-existent. For every 1,000 deliveries we dispatch, we're unlikely to have more than one customer issue. And even then, I don't need to deal with a call centre as I have a direct line to a very helpful person who understands my business and sorts things fast."

William also has praise for his Account Manager: "He's incredibly dedicated and always on the case. He replies to my emails straight away and was brilliant when it came to installing software and getting us up and running."



"We've never had a carrier as good as Parcelforce Worldwide. I just wish I'd switched sooner."

William Davies, Managing Director