

NetDespatch Velocity simplifies Seaga UK's spare parts operation

Web-based shipping is underpinning customer service for vending machine manufacturer Seaga UK Ltd. Working with its logistics supplier, Delivery Solutions Ltd (Delsol), Seaga UK has implemented NetDespatch Velocity as its online parcel shipping and tracking solution for supplying spare parts for its range of innovative vending machines.

Success in the vending industry requires high levels of response to customers' requirements regardless of size and market stature of the client.

Tracy Williams, Managing Director, Seaga UK, spearheads the company's emphasis on customer satisfaction through quality and service. "Delivering on our promises is everything," he says. "The Delsol team quickly analysed our shipping requirement, suggested that we utilise the NetDespatch Velocity online system, and set it up for us. This enables us to expedite our next day parcel shipping, which since implementing the web-based service has provided 100% customer satisfaction."

"I have to oversee numerous different shipments a day through Delsol," says Vicki Armstrong-Smith, Seaga UK's marketing manager. "The NetDespatch online service is extremely supportive of our goals. It streamlines the whole parcel booking and shipping process for us."

Vicki Armstrong-Smith continues: NetDespatch is very intuitive; we just fill in the various fields and print out the barcoded labels we need on any of our printers, directly from the web. At this stage the shipment is automatically booked into the DelSol APC own systems, ready for them to collect. We also print two manifests; one for Delsol and one for our own records - Delsol's driver signs our copy as proof of collection. It couldn't be simpler. We think it is a fantastic tool and coupled with Delivery Solutions' services, we are able to keep our customers happy."

Tony Parry, Company Director, Delivery Solutions Ltd, has been working with Seaga UK since June 2005. As Delsol is local to Seaga UK and feeds into the APC network the company is ideally placed for servicing the vending machine manufacturer's needs.

"We have enviable reputation for quality and reliability and with a growing client base of over 650 locally based businesses it is important that we maintain our service performance. Technological developments like NetDespatch Velocity help underpin our activity. NetDespatch is extremely important within the mix of services we supply to our customers and Seaga UK is typical of the parcel shipping element of our business. The online booking system makes it very easy for our customers to do business with us and it helps us retain their custom," says Tony Parry.

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Editors notes

Seaga UK Ltd - www.seaga.co.uk - was established in 2003 as the European distributor for Seaga Manufacturing, Inc (Freeport, Illinois, USA), a world-leading US manufacturer of vending equipment. Seaga UK distributes vending equipment throughout Europe manufactured in its facilities in Illinois, USA, and New Delhi, India. The company's product range includes more than 15 different types of machine covering snacks, cold beverages, crisps, frozen food, and DVDs and CDs. Seaga UK also provides custom designed vending equipment. It's daughter business UK Coffee provides a wide range of coffee products and ancillaries to cafés, bars, and restaurants throughout the UK.