



Williams Trade Supplies LTD

Customer Service Award Nomination

Excellent customer service has always been at the heart of Williams & Co. With our rapid growth from a local trade merchant to a national presence in the industry, we realised that we couldn't lose our personal, friendly, face to face level of customer service, because it – and our Values - make us what we are.



Mutually beneficial long-term relationships are built on providing awesome service.

It's January 2019...

We found ourselves with 36 branches across the nation and a burgeoning eCommerce business – we weren't doing too badly....We had created 2 new Regional Fulfilment Centres – one in Manchester (**June 2018**), and one in Milton Keynes (**August 2018**). The 18,000sq ft plus centres would mean that we could fulfil the delivery of orders in those areas ourselves, eliminating the woes that the courier was causing, and bringing our own brand service right to our customers' doorsteps.

Why did we do this? In an effort to make our service better we had listened. We went online and joined chatrooms, we stood at the counter, we engaged customer service investigators, we (Our Managing Director included) spent time chatting to our customers by phone, email or direct message. We could hear great feedback about our staff – which was fantastic - but there were still issues.

'Your courier is CRAP!'

'There's no branches LOCAL to me!'

'I need my supplies FASTER!'

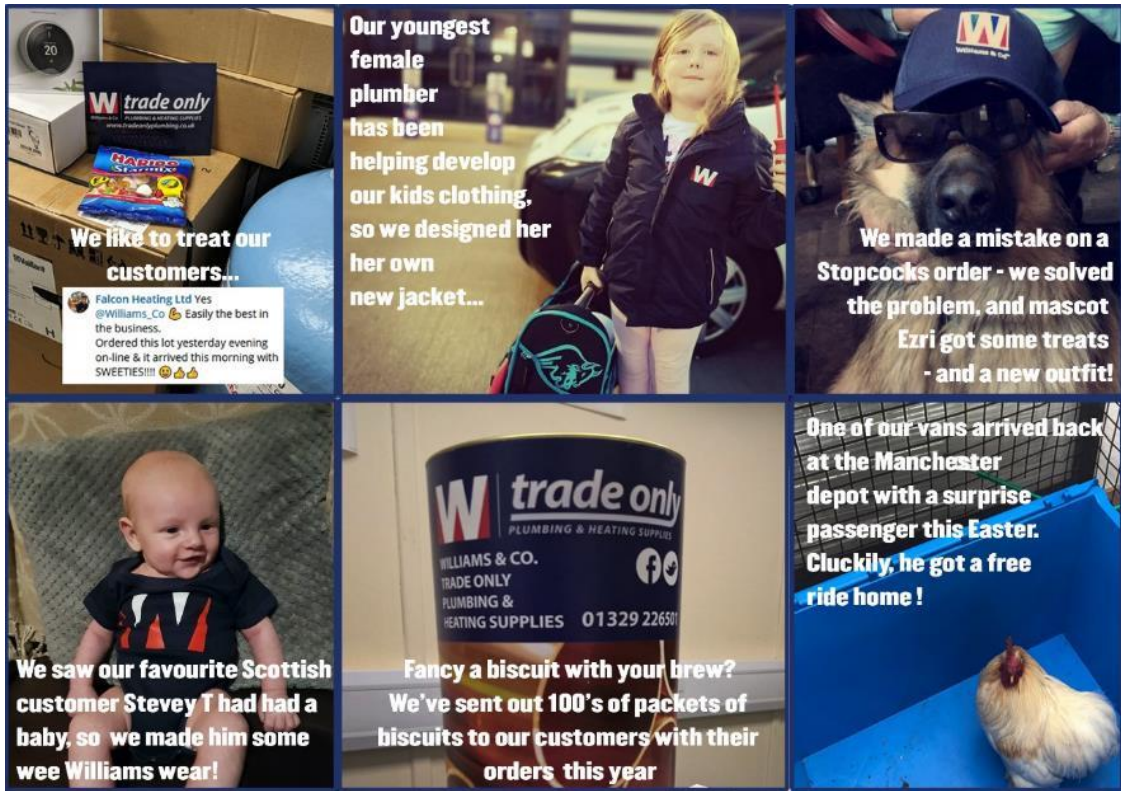


These centres and the launch of our own fulfilment would also be the foundation for our next initiative – the ability to deliver on the same day, every day of the year (Except Christmas day). We knew our customers often work 7 days a week, needing their supplies quickly and reliably, so we created a service centred around *their* working times. 2019 was to see the Same Day Every Day service establish itself across the country - now the majority of postcodes in England are receiving their deliveries directly from the hands of one of our employees.

In **January 2019** we began distributing the 'Williams Way' – a handbook distilling the Williams values, and at the heart of it our Best Service goal was to never be beaten on service and to constantly raise the bar.

March 2019 saw the appointment of our first Customer Service Manager, ex-B&Q Nicole Platts-Weston, transforming our Sales team into the new National Customer Service Centre, with the addition of 3 extra Customer Service Advisors. The 10 strong team works 7am to 8pm, 7 days a week delivering our 'Excellent' counter service to our eCommerce customers.






Our #wherenextwilliams campaign asked our customers to tell us where they wanted us – and The West Country was the answer. In **July 2019** we opened another RFC in Bristol (Managed by the legendary ex-engineer John Lucas, who found our Customer Service so awesome he decided he wanted to work for us).


August 2019 has seen us implement our ‘Santa Claus’ operation, enabling us to achieve overnight logistics, meaning that our customers can now pick up their orders from 7am in the morning - we’re no longer holding up their working day while they wait to collect items from branches.






The Mystery Shopper Initiative also launched in **August**, giving our branch customers a voice. Every 3 months they have an opportunity to feedback on the treatment they receive in branch and donate to charity to boot. In return we’re a step ahead identifying any issues and improving our branch level Customer Service. We also invite all of our customers purchasing online to review us on top review platform, TrustPilot.

Read 2 more reviews about Tradeonlyplumbing

Mustafa Hussain
 8 reviews

 Verified order Jul 16, 2019

These guys are on fire!
 These guys are on fire!
 Excellent service and great delivery times!

 Useful  Share 

→ **Reply from Tradeonlyplumbing** Jul 18, 2019


Hi Mustafa,


Hopefully you mean ablaze with awesomeness, not ACTUALLY on fire because that would cause us a fair old level of discomfort. It's prompted us to wonder... what would we save first? The biscuits or the tea?!

Thank you very much for your review :) we'll see you again soon no doubt!

Best wishes, Charlie


Read 1 more review about Tradeonlyplumbing

Adam Templeton
 2 reviews

 Verified order Jul 15, 2019

The best company i have ever used plain...

Our MD will personally reply to any review which is less than 4 stars. Our Trustpilot score is a clear result of how all the work we've put into improving our customer service has paid off – but rest assured, we'll never stop raising that bar.





 **Best supplier out there!!!** 2 days ago


Robert Siedacz

Best supplier out there!!!
 I contacted Dean, Slough branch manager on Sunday bank holiday weekend and get boiler sorted for next day. Been theirs customer since opening and they never let me down. Dean is always willing to go extra mile to help.
 Over years I used various suppliers and it's actually a relief to find a company that's customer focused. Keep up the good work.

Source: Organic

[+ Add tag](#)

 Reply  Share  Find Reviewer  Report




 **Best supplier out there** 5 days ago

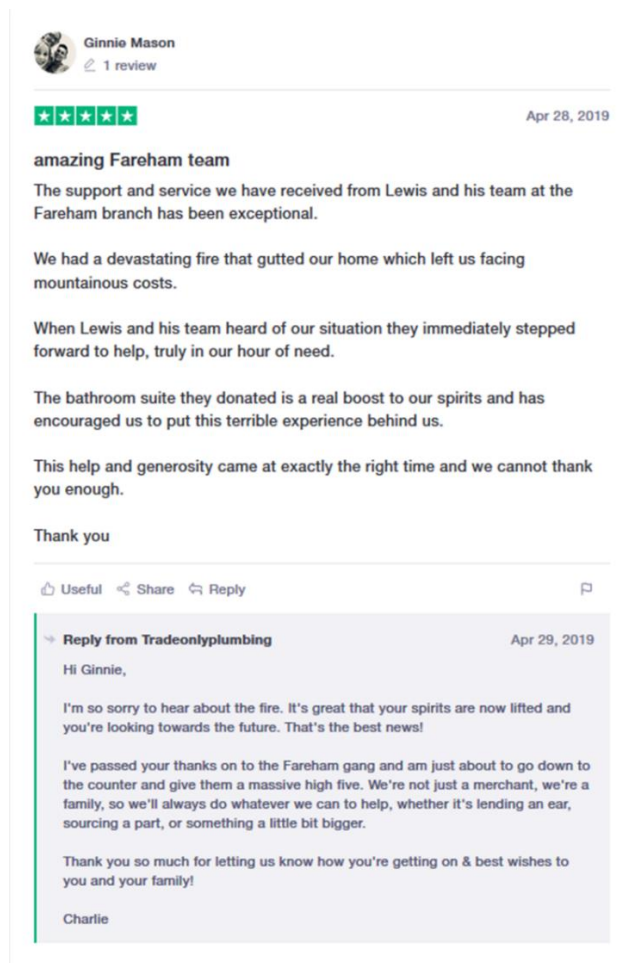
alex murphy

After 20 years of using various suppliers it's actually a relief to find a company that's customer focused. No more waiting at the counter and ringing the service bell waiting for 20 minutes to be served. Keep up the good work.

Source: Automatic Invitation | Reference number: 100033315

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We also understand that great service doesn't come without great employee engagement. Having been listed in the 2019 Sunday Times 100 Best Companies To Work For, in 2020 we have again been awarded 'Outstanding' status and are hopeful to make the list again in February's announcement. The survey results showed our employees feel like they can make a valuable contribution to the company's success, an 86% positive score. Crucially, staff are confident in Managers and feel they can talk openly and honestly.

Below are just some of the services we offer to all employees as standard:

- Employee Assistance Programme, Private Medical Insurance at no cost to employees (includes Virtual GP access). In 2019 cover was extended to employee's dependents at no cost.
- 3 Fully qualified Mental First Aiders
- Regular employee engagement focus sessions
- Twice yearly surveys to establish levels of employee engagement, and tangible actions taken based on results each time
- As part of our charity support initiative, our employees chose a charity close to their hearts. We partnered with Cancer Research UK to create a fundraising strategy that puts our employee's personal concerns at the heart of our community work and have contributed £8500 in 2019.

And the result? Our biggest achievement can be witnessed on TrustPilot - we've built a formidable reputation on the review aggregator. TrustPilot is an open review platform, but we also invite every

customer who purchases with us online to leave a review. We're currently rated as 'Excellent', scoring 4.9 out of 5 with over 700 reviews.

By relentlessly pursuing the straightforward principles in "The Williams Way" our team have moved mountains. From a minor provincial merchant they have catapulted the company to the point where we are now the largest independently owned plumbing and heating merchant in the UK, having gone from a turnover of £3m in 2000 to £90m in 2019. We also have a number of firsts to boast of:

- First Plumbing and Heating merchant to enforce a strict trade-only policy
- First (and still the only) Plumbing and Heating merchant to offer a 2 year warranty on all stock products.
- First (and still the only) Plumbing and Heating merchant to offer a same day delivery service, including weekend and bank holidays, 364 days a year.
- First (and still the only) major Plumbing and Heating merchant to be fully employee owned.
- First (and still the only) major Plumbing and Heating Merchant to break 4.9/5 TrustPilot score – at the time of writing, our TrustPilot score is 4.9/5
- First (and still the only) Plumbing and Heating Merchant to make the Sunday Times list of "100 best companies to work for"

