

# Kent Blaxill BMJ Awards 2022

## Merchant Marketing Initiative of the Year

Any further supporting documentation and images  
please contact Mark Brown 01206 216042 or email [mark.brown@kentblaxill.co.uk](mailto:mark.brown@kentblaxill.co.uk)





Inspired by the call and collect business during the heights of the pandemic when most merchants struggled to let customers all the way into their premises KB RAPID was born.

A branch within a branch set up with the top 100-150 building, timber and light side products readily available. The set up allows either a phone call, email or message to be sent to the internal sales team within the branch where the order is then put together and readily available for a prompt turnaround. The aim being collections can be ready in a flash and the aim being 10-15 minutes from point of order for anything within the KB RAPID set up.

As we know customers think they spend far too much time within a merchant and when builders send their labourers in to collect goods this is time lost on site for them. KB RAPID means a customer can come in to collect their pre-picked goods, be loaded by a forklift operator or manually if required and leave site without having to even

enter the premises as the tickets are despatched by the team at Kent Blaxill.

As KB RAPID develops further the aim will be that a separate phone number and email address will be used for the service only. An app is currently in development which will make the service both modern and slick with daily uploads on stock being done by the KB RAPID team, so a customer can see what is available at the click of a button, book the slot and then collect knowing it is available and will be ready giving time back to the customer.

Since KB RAPID went live it has had some strong feedback from customers who use the service and have asked for other items be added to the range. The benefit of this service is it can be whatever we want it to be for the benefit of the customer. If a customer would like us to hold something within the KB RAPID set up which will benefit their business, our trading relationship and keep them using Kent Blaxill then this is not a problem at all.



**KB RAPID**  
COLLECTIONS



Time is precious and sometimes you just need to get your materials and get back to site!

**KB RAPID** is a one hour rapid collection service - select from the range of building materials overleaf, call or email us and we'll have your order ready for you within the hour!

**KB Kent Blaxill**  
BUILDING CENTRES

Layer Road, Colchester CO2 9JY

**KB Kent Blaxill**