



CARDIFF
LLANELLI
SWANSEA
TENBY

WG Davies
Servicing South Wales

Customer Newsletter

Q1 2021

Editor's message

Well, wow what a start to 2021. This time last year I thought everything would have been back to normal by now but I guess this is our new normal, right? Despite still going through a global pandemic, I feel we are all busier than ever. In this newsletter we talk to our very loyal customer and partner Owens Road Services from Dafen, Llanelli and learn how it all started for them. The only way to describe this story would be to say it is a roaring success! Of course, we have the Inside Track from our Managing Director, Roger Davies, which looks at what he has learnt over the past year and how he believes communication is more important than ever now. This newsletter also includes our regular parts update from

Group Parts Manager, Neil Osborne, alongside our depot KPI's and customer service feedback from Janet Birkmyre.

Finally, we share what we have been up to at WG and to say we have been busy is an understatement! From constantly working to improve our depots and equipment, to new members of staff due to increasing demand, new vehicles for our technicians and new vehicles going out to our customers too.

At the moment there isn't a lot of positive news around but this newsletter is full of good stuff! We all need a boost now more than ever and if there is any good news for us all right now it must be that our industry is thriving through the pandemic and everyone is working incredibly hard. I truly hope that reading this newsletter adds to your positivity.

Enjoy! Rachel Davies.

In with the New at WG Davies

We've got new staff, new customers, new services on offer and over 100 new vehicles to PDI.

New WG Davies Team Members

New Starters - Cardiff

- * Jakub Cichon, Trainee workshop administrator
- * Connor Hanley, Technician
- * Noel Stevens, Driver and Cleaner

New starters - Swansea

- * Kevin Davies, Technician
- * Damon Bland, MOT tester
- * Stephen Gates, Technician
- * Hannah Lawrence, MOT Bay Admin
- * Steven Lawrence, Driver and Yard-man

New Vehicles to PDI

New Vehicles going out from Cardiff

- CJ Bird new 4x2 Rigid
- FSEW, three new 6x2 Tractor units
- JP Dowling, new 8x4 Tipper
- Inter-Haul, new 6x2 Tractor unit



New vehicles going out from Swansea

- BioSol new to them second-hand 8x4 tipper
- Britannia Robbins New TGE van
- DJ Rees 4 new 6x2 Tractor units
- Drainforce new TGE van
- Gower Plant new 8x4 Tipper
- M&M Greene new 8x4 Tipper
- Owens 77 new 6x2 Tractor units going out from March onwards
- WG Davies new TG3 Demo now on the road

And as if that were not enough, there is even more newness at each of our four depots:

New at Cardiff

- New van for Kelvin Walters
- Ability to service and re-gas air con
- New air con for office areas

New at Tenby

- Suttons Group are now using Tenby to look after some of their road tankers

New at Llanelli

- New vehicles added to the Owens fleet brings the number looked after from Llanelli to 235

New at Swansea

- New MOT bay just opened with all new equipment including:
 - o Laser line tracking
 - o Air conditioning service and recharge
 - o Snap-on diagnostics tool
- New steam cleaning ramp with heated floor
- New service van for Dan Jones



THE INSIDE TRACK - Communication, Communication, Communication, Roger Davies

Operating in a pandemic certainly has its challenges but we have never been about making excuses and undoubtedly there are many things which are still very much under our control.

I have often said that there are three things which underpin great customer service and those are communication, communication and communication. Great communication requires good listening skills and now more than ever, we need to be aware of how we communicate with each other and with our customers, especially when we are socially distanced and often wearing a face mask.

We know we need to share bad news before we share good news, to allow customers to put a "Plan B" in place and we need to ensure we communicate with each one of our customers via the medium they prefer; phone, email or text.

We reach out to our customers via our CSI customer interviews and I would ask you to be as honest as possible with your feedback - our shoulders are broad and so if you feel we could do better, then please tell us. At the same time we have invited every member of staff to tell us whether there is any information they need to do their jobs that they are not getting, and also to highlight any areas where they feel we can improve the customer experience.

None of this is a one-time fix. In business, the pursuit of excellence requires that today's best practice be bettered tomorrow and that process needs input from all sides. I am really pleased to see the customer rating of our communication, via the CSI interviews, is so high but I believe we can still do better. So we will continue to measure, analyse and push for continuous improvement and for now I want to thank you for your contribution to that process.

Depot KPIs and Customer Service Feedback

We might need to keep our distance but keeping our customers wheels turning is still our number one priority.

MAN's CXi programme reports on key performance indicators (KPIs) each quarter and we now have data for all of 2020. MAN set a target for depots to hit four of the KPIs as a minimum and we are happy to report that both Cardiff and Swansea have achieved that level:

2020	MOT FTPR => 96%	Mobile24 = 0 Refusals	Mobile24 Attendance = Max 60 mins	PMI Slippage 86% on time	R&M Claim	KPI's Achieved Minimum 4 of the 5
W G Davies Swansea Q1	100	0	86	94	1	5
W G Davies Swansea Q2	100	0	64	86	1	4
W G Davies Swansea Q3	100	0	63	86	1	5
W G Davies Swansea Q4	96	0	82	86	1	5
W G Davies Cardiff, Llanelli and Tenby Q1	94	0	59	92	1	4
W G Davies Cardiff, Llanelli and Tenby Q2	96	0	53	86	1	4
W G Davies Cardiff, Llanelli and Tenby Q3	94	0	60	86	1	5
W G Davies Cardiff, Llanelli and Tenby Q4	96	0	60	86	1	5

As you may be aware the CSI customer interviews conducted for us by Janet Birkmyre have been focussed on reassuring customers that it is business as usual for WG Davies, while also identifying where we need to make changes to serve you better, for almost a year now. We are delighted to say that this service reverted to normal in Q1 of this year and the feedback from the 31 customers we spoke to was overwhelmingly positive.

Most of our customers appreciate we are doing our best under difficult conditions and that we are working hard to control the things we can control.

The quality of the communication between our depots and our customers, whether that is to inform on the status of a vehicle or parts that are on order, is definitely one of the controllables. So we are delighted to report that over 80% of the customers interviewed rated us as excellent (either nine or 10 out of 10) and the average rating across all interviews was 9.3.

We really appreciate the time you give up to help us understand where we can do better.

Introducing Our New Employees

Cardiff

Introducing our new service admin Jakub Cichon. Jakub is 20 years old and lives in Newport. Jakub will be assisting our service team at Cardiff dealing with all your booking and general service enquiries - he has fitted in well and is already a great new addition to our team.



A new addition to our workshop in Cardiff is Noel Stevens. Noel started with us back in January, helping around the yard and driving our customers vehicles back and forth for MOT. He is proving to be a great man for the job!



Also we would like to welcome to our new technician, Conor Hanley, who also joined the workshop team in Cardiff. Conor will be working

on all of our customers' vehicles alongside his fellow technicians.

Good luck to all of the new starters at Cardiff.

Swansea

Welcome to our new starters at Swansea.

We welcome Stephen Gates (left) and Kevin Davies (right) to our workshop team at Swansea. Stephen and Kevin have worked together in previous jobs before and are now reunited at WG Davies! Stephen previously trained one of our now qualified technicians back in the day, so we can be sure we have technicians with some serious



experience in the bank here. They are a great team and two lovely new additions to the workshop. We wish them all the success!

We would also like to welcome a father and daughter team - Hannah and Steve Lawrence.

Hannah is our new MOT administrator. She will be taking all the Class 4 and Class 7 MOT and service bookings, as well as ensuring all the customer's

vehicle needs are met. Hannah previously worked on our main reception desk in the mornings but has now moved to a full time position and is working alongside our MOT testers Chris and Damon. We wish her the best of luck in her new role.

Steve is our new yard maintenance man and driver for Swansea. Steve has been a truck driver all of his life, so this is a very different role for him but he has fitted in fantastically with our team and ensures all of our customers vehicles are road ready. His day to day jobs include taking trucks for MOT, road tests and general yard maintenance.

Damon Bland

Welcoming our new MOT tester and mechanic Damon Bland to the Class 4 and Class 7 MOT team. Previously Chris was a one-man band in Swansea running the MOT department but due to increasing demand Chris needed a plus 1. Fully qualified and having previously worked at well known dealerships, we can guarantee our customers vehicles are in the best hands with these two. Damon and Chris are a great team together and we believe Damon was the perfect addition for our new MOT and servicing bays, not to mention he is great with customers.



Damon Bland (left) Chris Loyns (right)

WG Davies Parts Update

We never stand still in the Parts Department and Quarter 1 of 2021 was no exception. The highlights this quarter include interviewing for a new Parts Apprentice in Cardiff - we have had some really top quality candidates applying for this position and I look forward to welcoming a new member to the team soon.

In Swansea we have increased our storage space, so that we can hold more stock and in particular more stock of bulky items. And as you may already be aware, Jeff joined us on 1st Feb as a Parts Delivery driver.

Alongside all of that there are some exciting new initiatives from MAN in the pipeline - watch this space for more news. For now, please see below for our latest parts promotion which offer you...

**Quote 'SPRING BRAKE' Offer When Ordering
Website: WGDavies.com**

Offer valid from 01/04/2021 - 30/06/2021. 20% saving is on RRP of product, offer cannot be used with any other offer or existing contract pricing.

REAL SAVINGS ON GENUINE PARTS

20% SAVING

ON ALL MAN BRAKE DISCS & BRAKE PADS



Owens Road Services / Owens Group

Interview with Eurof Owen and Andy Williams, January 2021

Owens Group is an outstanding success story by any standards; the business was started by Huw Owen back in 1972, shortly after that he was joined by his bother Eurof and together they have built a business that turns over in excess of £100 million for the group, with a fleet of 550 vehicles, 850 trailers, 2M square feet of warehousing and almost 1,100 people working from seven depots nationwide. "Huw started with just one van but he soon acquired two small lorries and by 1985 we were running more than 30 vehicles. I suppose it was always in our blood" Eurof told us, "our father was a truck driver".



Eurof Owens

Today, in its 49th year of trading, the business is very diverse and includes logistics, warehousing, pallet networks, home delivery and recycling. It comes as no surprise to learn that the journey has been difficult at times, "We've seen a number of recessions and, of course, the pandemic in 2020", Eurof recalls, "we've seen some tough times but we have dug in and worked hard through these and there are now three generations of Owens working in the business."

At the start of the pandemic Owens were quick to step up and offer their vehicles in the service of the NHS and they played, and continue to play, a vital role in delivering PPE and essential supplies for the NHS across Wales. Their efforts did not go unnoticed, in October 2020 the Owens Group were awarded Large Fleet of the Year at the Wales Transport Awards 2020, following on from Operator of the Year in 2019 and then Huw Owen was recognised in the Queen's New Year's honours 2021 with an MBE for services to Employment and to the community in Llanelli and South Wales.



Huw Owen

Owens run a mixed HGV fleet but MAN is the dominant brand, something that reflects their long-standing relationship with WG Davies. Eurof explained "In the late 80's we were buying ERF off Malcolm Jones, back then we used to run an all British fleet but when MAN bought ERF we naturally got involved with them through WG Davies and Malcolm."

The relationship with WG Davies goes back almost to the very beginning of the Owens business, "Location was a lot to do with it in the early days but over time you build up working relationships and WG Davies have always been a dependable partner and now their staff operate and work in our workshops."

The decision to handover the maintenance of Owens vehicles to WG Davies was taken many years ago and it was not taken lightly. Eurof recalls "WG Davies were looking after our vehicles under warranty for the first three years, so we knew them well but when the time came to outsource it, it was a competitive tender, they were up against strong competition but they won it fair and square. The

relationship continues to be a strong one and one that we hope will go on for many years to come."

The relationship between the WG Davies team headed up by Martin Smith, and Owens is managed by Group Fleet Manager, Andy Williams. He was quick to praise the team, "At the moment we are really happy with the way it is working for us and the value for money we get. We look at the total cost of ownership when we make decisions about the fleet, so it is not about what we pay today, it is about what we pay over the lifetime of the vehicles and the reliability."



Andy Williams

Of course, it is the people who make it work day to day, Andy told us "Martin is a pivotal part of the contract, his mechanical knowledge and expertise is second to none, I know that he will try to do his very best for us at all times." And forty years on, Malcolm Jones still plays an important role "If we have got any problems with administration or with the product itself, Mal is right on top of it", Andy continued, "to be fair, all of the guys are willing to do what is necessary to make things right and that is the benefit of WG Davies as a whole."

Eurof and Andy were in complete agreement that the greatest challenge the business faces is getting and retaining quality drivers. "We've got 77 new TG3s on order and they will help with that of course," Eurof explained, "we want vehicles that are reliable, economical and that the drivers like. The current MAN vehicles are performing well and returning very good mpg which is a very important to us too." From the Fleet Maintenance side, Andy also endorsed this saying "The MAN is a good truck and it is reliable, that makes life easier."



The Owens family like their actions to speak louder than words. Eurof talked to us about having respect for their local community but he did not mention the significant support they give to charities close to their depots nationwide, we had to look that up for ourselves. But when asked what underpins the success and there was no hesitation from Eurof, "For Owens the reason we have got to where we are today is that the whole team prides itself on delivering great service and we always have. We have a culture of continual improvement and investing in our people, the latest IT systems in the offices and in the trucks and it all helps us to provide as near to 100% service levels as we can to our customers, it's a simple formula and one that we have managed to get right."

This is a value that is shared by WG Davies and we suggested that it was perhaps vital to the success of the relationship? Eurof agreed, "Yes at the end of the day we need them and hopefully they need us, it works well which is why I call it a partnership. WG Davies work hard to keep our trucks on the road, to keep them reliable and to keep us compliant. Without them we would not be able to do what we do."

The "partnership" between Owens and WG Davies dates back over 30 years and today is stronger than ever, a wonderful example of the pursuit of mutual interests fuelled by shared values.

