



CARDIFF
LLANELLI
SWANSEA
TENBY

WG Davies
Servicing South Wales

Customer Newsletter

Q1

Editor's message

It is a varied and interesting newsletter for the first quarter of this year. The whole MAN truck family has been re-launched but WOW the TGX stole the show in Bilbao this January. With this being a customer newsletter, we thought that starting with the new product launch was essential. We also have two customers who step into the spotlight, the first features a TGE customer of ours, David Evans from Drainforce, who has recently added a further three new TGEs to his growing fleet and then we have a long-term loyal truck customer of ours Gerry Jones Transport, in Newport, who started his business in 1982.

Our employee news round-up leads with the three graduates of the Applied Business Diploma. Having completed the course with BDS myself I understand the commitment they have made and the whole WG Davies family is very proud of them. It is my favourite article in this month's newsletter, I am certain you will enjoy that one. We also have the usual depot round up from our managers, along with a feature on parts this time too. Of course, we could not leave out our usual CXi / CSI piece from Janet Birkmyre, updating us on all things to do with customer service and satisfaction.

Finally, please see our Coronavirus (COVID-19) update - we are following all of the guidelines from the government and keeping you, our customers and our employees safe is our main priority.

Rachel Davies - Editor

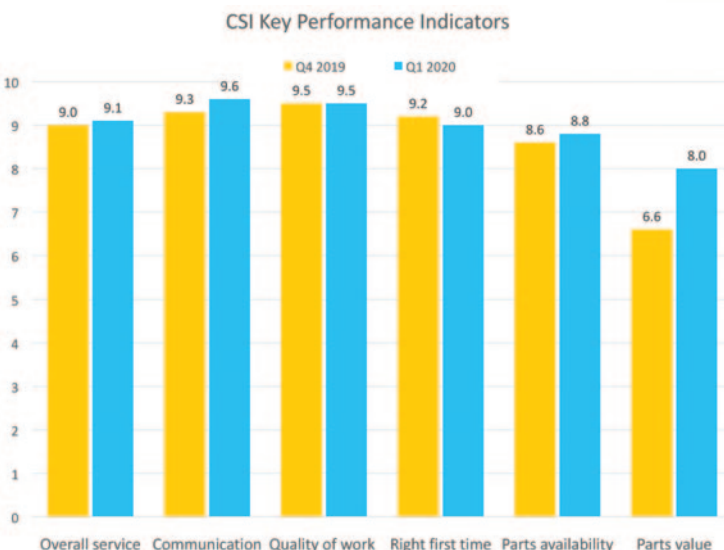
Depot KPIs and Customer Service Feedback

MAN's CXi programme reports key performance indicators (KPIs) each quarter. We now have data for the four quarters of 2019, which show that all depots hit or exceeded the target of four out of five KPIs in each quarter.

In fact the year finished on a high as Q4 saw our depots smashing all five KPIs; MOT first time pass rate, attending breakdowns within 60 minutes, PMI slippage and no vehicles requiring a return visit.

As a part of the MAN network we are held to very high standards and that is why we do not rely only on MAN's feedback on the service we offer, we also talk to you, our customers, to ask what could be better.

| | MOT FTFR => 96% | Mobile24 = 0 Refusals | Mobile24 Attendance = Max 60 mins | PMI Slippage 85% on time | Vehicle re- pairs =max 6% | R&M Claim | KPI's Achieved Minimum 4 of the 5 | |
|---|--------------------|-----------------------------|---|-----------------------------------|---------------------------------|--------------|--|---|
| W G Davies Swansea | Q1 | 98 | 0 | 62 | 97 | 0 | 0 | 4 |
| W G Davies Swansea | Q2 | 100 | 0 | 72 | 96 | 0 | 0 | 4 |
| W G Davies Swansea | Q3 | 100 | 0 | 76 | 94 | 0 | 1 | 5 |
| W G Davies Swansea | Q4 | 100 | 0 | 69 | 92 | 0 | 1 | 5 |
| W G Davies Cardiff, Llanelli and Tenby | Q1 | 96 | 0 | 51 | 92 | 0 | 1 | 5 |
| W G Davies Cardiff, Llanelli and Tenby | Q2 | 99 | 0 | 59 | 94 | 0 | 1 | 5 |
| W G Davies Cardiff, Llanelli and Tenby | Q3 | 96 | 0 | 53 | 93 | 0 | 1 | 5 |
| W G Davies Cardiff, Llanelli and Tenby | Q4 | 98 | 0 | 54 | 91 | 0 | 1 | 5 |



CSI, our own measure of customer satisfaction, is based on telephone interviews conducted by Janet Birkmyre. During the course of those conversations she asks for six KPIs to be scored. We have always set ourselves a target score of eight out of 10, with any individual score of less than seven being fully investigated.

We were delighted to learn that despite an all-time high in Q4 2019, all but one KPI improved again in Q1 of this year and communication was the highest rated KPI at 9.6 out of 10 - we think great communication is the foundation of great customer service, so thank you for being so generous with your feedback.

Please also know that whenever you suggest something could be better, we look at that in detail and consider the potential for incorporating that into our day to day dealings with all customers. Never hesitate to let us know if there is anything you feel we could do to improve the way we look after you.

The new MAN truck generation



The launch of the new TGX took place on Monday 10th of February in Bilbao. The new truck is not only more comfortable but more economic and dynamic than ever, promising up to 8% less fuel consumption. It offers a unique way of working, sleeping and living for drivers and is more reliable than ever before.

To provide the best possible support to drivers, the development process for the new MAN truck generation focused on the cab as a combination of workplace and living space.

In addition there are more assistance systems to ensure safety, for example a congestion assistant takes over continuous guidance of the vehicle in stressful congestion situations on the motorway.

Here's what our salesman, David Hopkins, had to say about the new product:

"So, it has finally arrived the new TGX range has landed and our order books are open.

I hope you will agree it looks incredible and is packed with new features in a ground breaking design. We believe that this, in conjunction with our tried and tested Eur6d Engine and drivetrain, will be a winning combination.



The exterior has been an evolution in re-design, maintaining the strong brand identity of the MAN product, while the interior is a revolution - the completely new cab layout, with a long list of



technical advances which focus on driver comfort, safety and fuel efficiency.

Innovation in our MAN check system allows us to remotely update or check on any fault or issue, which will help to reduce the potential for vehicle downtime.

It is a complete vehicle package, for both the driver and operator, and the new TGX is backed by our existing 3 year comprehensive warranty and warranty + packages as standard (4 years comprehensive on 8x4 product)."

Customer Spotlight: Gerry Jones Transport

Gerry started his business in a small office in Newport in April 1982, originally subcontracting work out but over time he bought his own vehicles and a long term relationship with MAN was born. "The first MAN trucks were on a C reg", Gerry told us, "And I have been with them ever since. There are bigger hauliers out there but we have been the flagship for MAN in South Wales for many years".

We asked why MAN and Gerry explained, "At the time it was the only vehicle which was light enough and could carry the capacity we needed. Today the majority of the fleet is still MAN and we have got 10 of the brand new ones on order". In fact Gerry will be one of the very first UK operators to put the new MAN TGX on the road after seeing it at the pre-launch event in October last year.

Of course Gerry has been working with WG Davies since he bought his first MAN, almost 28 years ago now. "We have a long established partnership as I call it with WG Davies, Roger has been good to us for many many years." He uses the word partnership because "We have gone to social events with Roger and his wife, it is a supplier - client relationship, there is a lot of mutual respect there. This is very much a people industry and you end up working with the people you like."

Gerry Jones Transport have their own workshop but they still need support from WG Davies. "WG Davies parts are important because we like to use genuine parts and there are times when the technical back up is needed as well. We have our own workshops and a MANCAT but there is warranty work that we take to WG Davies and, of

course, these trucks are getting more and more technical. Inevitably, we will come across a problem that we cannot fix ourselves, that is when we lean on WG Davies and they have never let us down."

As it is with WG Davies, family is at the heart of Gerry Jones Transport. Gerry may have started the business alone but today he is supported by a number of family members: "My son Nathan runs the workshops, my brother runs our facility in Tredegar, my brother in-law works in the warehouse and the other brother works in the traffic office". And the Transport Association acts as something of an extended family as well, "It is a group of hauliers which started after the second world war. There are only 65 members and we were invited to join in 1997. If you have got a truck away from home with a problem the nearest Transport Association member will help out - it is almost like having 65 depots around the country, we are proud to be a part of that".

To his credit, Gerry secured an MAN vehicle for the Tenovus cancer charity, he told us "A few years ago I met someone from Tenovus who was pulling this cancer unit around South East Wales and they were being charged a huge amount of money for the rental of a truck. So I went to MAN and begged a truck from them, I got Michelin to put the tyres on it and WG Davies do the maintenance. And that is still how it works today".

Asked what he sees as the greatest challenges to his business in the future, there was no hesitation: "Fuel is a major factor. We are spending £3.5m



Gerry Jones (third from left) with Roger Davies, supporting Tenovus together.

each year on fuel so if you can get an extra 8-10% return on that, as they are promising on the new MAN truck, that is magnificent. In addition you have got to get a return on the money invested, so the vehicles have to be working - reliability and downtime are significant factors. And that feeds customer confidence because you are only remembered in this game for your last mistake, if you drop a delivery you will be remembered for that."

The focus on customer service mirrors WG Davies' values and Gerry was quick to acknowledge how important that is to them "WG Davies are integral to keeping our customer confidence, even when we have had a problem with a vehicle up country that can't be fixed, Roger along with MAN have gone the extra mile and got a loan truck for us to continue with".

Thank you to Gerry for stepping into the spotlight and we will look forward to seeing the new TGX in Gerry Jones Livery.

Drainforce tell all about the TGE and WG Davies

Drainforce talk to us about their experience with the MAN TGE and working with WG Davies.

Drainforce have depots in South and West Wales as well as London, employing over 60 employees directly. They bring together expertise from sewerage and surface water drainage, to offer a range of services to both commercial and domestic customers which include CCTV surveys, cleaning and repairs.

Providing exceptional service to their customers is at the core of everything Drainforce do, in order to do that they need reliable vehicles and the very best back up. So it was no surprise when they chose the MAN TGE as their van of choice, with maintenance from WG Davies.

We spoke to David Evans, founder and Managing Director of Drainforce about the company as well as his decision to trust in MAN vehicles and WG Davies to help him to continue to drive the business forwards.

WGD: Tell us a bit about yourself and what it is that makes Drainforce successful?

DE: I started Drainforce when I left the Navy in 2009, with a focus on great customer service, alongside safety and innovation. I have enjoyed creating a culture that is focussed on the customer while being flexible in everything that we do. We are all clear on the company values and know that we need to approach work with a solution oriented and can do attitude.

Allied to all of that we have invested in our staff, so we have a well trained and experienced workforce, and we have invested in equipment too, so they access to the latest and best that is available to enable them to do the best job.

WGD: How do WG Davies help Drainforce deliver excellence?

DE: The location is key of course, Swansea is local to us and this means we can get our vehicles looked at promptly. WG Davies work on our vehicles overnight, after work and we collect them the next day, which means we do not suffer any down time. We did not hesitate to set up our HGVs with gold contracts so we know all of the servicing and maintenance is taken care of and we always get a courtesy car.

But perhaps the most important thing is that WGs understand our need to



have our vehicles working for us. They match our desire for flexibility and when something unexpected happens they do not hesitate to go the extra mile to get things fixed and back up and running for us.

WGD: What made you choose the TGE van and how are they performing for you?

DE: Initially we were attracted by the overall deal - the price of the TGE compared favourably to the others we were looking at and the three year unlimited mileage warranty gives us real peace of mind.

Now that we have been running them for a while we are really impressed; they are powerful and overall the quality is truly excellent. Our staff enjoy driving them and tell us they are very comfortable and in addition to that there are a number of features which we have not had before, like reversing sensors and cameras which are really useful for single man operations. On top of all of that the fuel consumption and running costs are excellent too.

We have been working with WGs for about a year now and based on our experience we can say now that will be getting all of our future vans from them.

You can read more about Drainforce here www.drainforce.co.uk and for now we thank Dave for taking the time to talk to us.

Diploma in Applied Business Studies - WG Davies Graduates

On Friday the 28th of November, three employees graduated with a Diploma in Applied Business Studies after completing the 12 month course with BDS Europe.

Sarah Blockwell (Tenby depot), Martin Smith (Llanelli depot) and Tom Carroll (Cardiff depot) did WG Davies proud and we would like to wish them huge congratulations on their achievement.

The course consists of four modules; people, finance, operations and marketing, with an assignment at the end. It is a course which requires a great deal of hard work alongside the day job, but it was all worthwhile when they received their diplomas at Puckrup Hall in Tewkesbury in February.

The graduation ceremony was filled with smiles and laughter shared with graduates from other MAN dealers. We would like to thank Richard Wood from BDS Europe for giving our graduates the opportunity to complete this course and for all his hard work and effort that went into the last 12 months.

We asked Sarah, Martin and Tom what they thought of the diploma course now that the hard work is behind them

Sarah Blockwell - Service Manager, Tenby

"I really enjoyed the course, it has really helped me to understand how all aspects of the business run and I have built up a network of friends through the MAN dealer network too."

Martin Smith - Workshop Controller, Llanelli

"The BDS Diploma course was great and I feel privileged to have had the opportunity to complete it. I would highly recommend it to anyone in a management role."

Tom Carroll - Workshop Controller, Cardiff

"I found the diploma course full of useful content that I know will assist me in my current job role and in the future."



Depot Round-up: We asked our depot managers for a quick round up of the year so far

Cardiff - Gareth Lewis

As you will be aware DPD have started to purchase MAN TGE vans for their ever-growing fleet of delivery vans. A lot of hard work went into securing the business, ultimately WG Davies' reputation for excellent service levels, backed by our out of hours opening times went a long way to influence their decision to purchase.

It is great to report that DPD are very impressed with our commitment to keeping their vehicles operating 24/7 and we have now built up the trust with the local operators. At the same time we are growing in confidence with this new vehicle and enjoying the opportunity to maintain them to the highest standards.

Llanelli - Martin Smith

The relationship with Owens Road Services has got stronger and stronger over the three years that we have been working with them, so it was wonderful to hear they have renewed the contract. They benefit from the WG Davies commitment to staff training and development, and we enjoy a close working relationship.

We are now familiar with their operation and their requirements, and we work well with them to keep their vehicles up to standard and working hard. We really put ourselves out to help them and so now they have confidence in us to do the job right first time and know that we keep vehicle down time to an absolute minimum.

Tenby - Sarah Blockwell

Tenby depot is now very close to being able to offer tank testing. Sarah told us she is looking forward to offering this specialist

service because "There is a massive gap in our market and we will be the only depot to offer that service for the best part of 100 mile radius." Current regulations require the testing of PV valves every two years and in addition to this a hydraulic test every six years. We look forward to letting you know when this is operational at Tenby.

Parts department - Neil Osborne

You may feel that MAN genuine parts aren't competitive with aftermarket pricing but of course genuine parts are the best quality parts. That quality comes at a price but it is quality that MAN are so confident in that they offer a 2-year warranty on all MAN genuine parts and this warranty can be redeemed at any of the 66 MAN branches nationwide.

Following some recent changes in the leadership of the parts operation at MAN and WG Davies, I'm pleased to say that MAN genuine parts are now more competitive than ever before.

WG Davies now have a range of new pricing tools available, tools which allow us to tailored our offer to best meet customer needs, giving you the best quality parts for the best possible price.

There are also a number of new initiatives in the pipeline, for example we will soon see MAN launch a range of All Makes & Trailer parts - I look forward to introducing this new offering to you shortly.

Update regarding Coronavirus- (COVID 19)

WG Davies are constantly monitoring the Covid-19 / coronavirus situation and are taking every precaution to ensure the health measures and disease prevention within our working environments, as the safety and wellbeing of our employees, customers and suppliers is our greatest priority.

Following the announcement made by the World Health Organisation that Coronavirus / Covid-19 has been classified as a pandemic and subsequent UK government directives as of 20th March 2020. We are writing to outline the updated measures we have put in place to ensure business continuity, recognising the broad range of services we provide to our customers during this critical time.

Our business continuity plan procedures are directed and managed by our senior management team, dedicated to our strategy and response to this pandemic and we will continue to update the business continuity plan to ensure the safe and effective continuation of our day to day activities. Therefore, interim procedures have been put in place including:

- Continuous communication with our employees reminding them about the importance of good hygiene, providing them with suitable equipment and facilities, health education and support whenever needed.
- Restrictions on all non-essential travel, limits to the size of meetings and provision for remote work solutions.
- Extended application of our VPN, enabling WG Davies employees to perform many office functions away from site. We will therefore

instruct our employees to work remotely when and where appropriate. For those employees such as parts delivery drivers, technicians and all our staff who are required to interact with both colleagues and customers alike, we have taken steps to limit exposure to the virus and continue to reinforce safe behaviour at both customer and supplier business locations as well as our own facilities and offices.

- Direction that employees who have symptoms of COVID-19 to not report to work, with specific quarantine and communication, procedures in place should an employee be diagnosed with COVID-19 or is asked to self-isolate by public health authority.
- Increased office and workspace cleaning services through our appointed contractor, with clear protocols in place that if required will activate disinfection and appropriate quarantine procedures based on recommendations by government and health agencies.

We are closely monitoring updates from both the UK government and the World Health Organisation and we will continue to seek guidance from these agencies, government departments and public health officials on an ongoing basis.

We will continue to monitor the situation and apply all measures necessary to maintain safe, compliant and reliable support for your business.

We endeavour to give the best possible service during these challenging times.