



CARDIFF  
LLANELLI  
SWANSEA  
TENBY

**WG Davies**  
*Servicing South Wales*

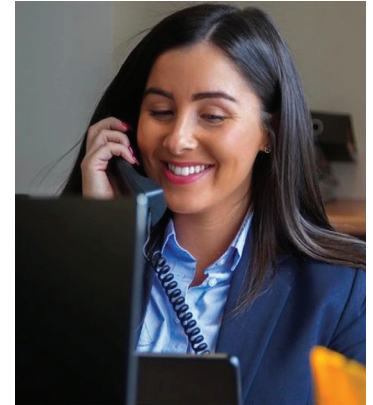
# Customer Newsletter

**Q3 2022**

## Editor's message

There is a celebratory theme running through this edition of our newsletter because the win of two Depot of the Year awards is a source of great pride for us and Roger reflects on the importance of celebrating success in his regular column. Alongside that we have a fascinating interview with Rhiannon Crees-Moore at Kaymac Marine & Civil Engineering. She talks about her route into the family business and the fit of the MAN TGE within their fleet.

We touch on Team WG Davies performance at the Business Fives, a charity football tournament which raised money for a truly great cause, and then we have the usual round up from parts and our depots, plus the latest findings from our customer service programme and social media. Summer might be drawing to a close but we are not slowing down and we hope you enjoy catching up with our latest news.



## Roger Davies: **The Inside Track** **Celebrating Success: Think Small**

I think we would all accept that excellence breeds excellence and success breeds success but the truth is we rarely stop to celebrate what we do well on an every-day basis. Just recently we have had two huge wins but of course they are the product of lots of small successes, which together have brought the business to the place it is today and with it, the two Dealer of the Year Awards from MAN Truck & Bus.

It can be hard to recognise the small wins, they constitute so much of what you do every single day; having a can-do attitude, working to assist a customer, finding a creative solution to a problem, or helping a colleague - these are the little things which all add up to making WG Davies successful.

True success is a process, not a destination. Don't get me wrong, I am absolutely thrilled that we have won Parts Dealer of the Year and Service Dealer of the Year - the two awards bring much deserved recognition to the team on a grand scale for what you do and for how you do it, but I am even more proud of the commitment made by everyone, every day to look after our customers and support each other at WG Davies.



The reality is that we are all busy and it is too easy to move on to the next thing without stopping to acknowledge and celebrate our achievements, especially the small wins. I am certainly guilty of that but right now I want you to stop and remind

yourself that you are part of a winning team, hold your heads up and be proud.

Thank you for your commitment to the business and to winning recognition that WG Davies is the best of the best in 2021.

*Servicing South Wales*

# Kaymac Marine & Civil Engineering, Rhiannon Crees-Moore

We had the pleasure of speaking with Rhiannon Crees-Moore, Marketing & Business Development Director at Kaymac Marine & Civil Engineering, who rely on WG Davies to source, maintain and repair vehicles.

Kaymac is a specialist Marine and Civil Engineering Contractor based in Swansea and with satellite offices in Bristol and Kent. The proudly family-owned business has been nurtured by Rhiannon's father Gareth into one of the largest specialist commercial Diving and Marine Civil engineering contractors in the UK with the clients including the rail industry, water utilities, marine ports and harbours and environmental agencies.

Rhiannon has been with the business for seven years now after graduating from Leeds Metropolitan and then cutting her teeth in the manufacturing industry. She told us "I wanted to get some experience before joining Kaymac, that was something my father encouraged me to do, he wanted me to think about what I really wanted. Happily, when he said that he was looking to take a step back and asked me if I would consider a role within the business, I felt ready for the challenge." And it was a challenge, Rhiannon explained, "It was tough in the beginning, the business is very specialised and it took me a while to get a feel for it and to understand where we could expand."

She spoke with passion about the number and quality of the people who work there, which has grown from 34 people to just over 50 working full time since she has been with the company. "People have always been at the heart of the business and we have grown steadily, bringing key people along with us so that we've got a brilliant team now. We're taking on graduates and apprentices every year and the people we've got now are really good and highly motivated."

Kaymac is in the enviable position of not struggling for staff because they are the only company in the UK to run a fully funded commercial diving apprenticeship scheme, with a guaranteed job on completion. Many of their staff have been with them for decades, an

example of that is their very first apprentice, Alan Byrne, who started in 1998 aged just 17. Today, 22 years on, Alan is still working for Kaymac as the Dive Superintendent.

The very specialist nature of the business, along with a solid reputation, has kept Kaymac busy despite the challenging environment. "It's still a competitive industry but we've been around for a while". Rhiannon went on to explain, "We might not be the biggest but we know that if we do it right the first time, our customers will come back to us - our reputation is critical - and we have an excellent safety record."

With an eye on growing steadily and sustainably, Kaymac choose suppliers who share their values and that is where the fit with WG Davies is so perfect. "WG Davies go above and beyond for us, it's a very personal service, we don't feel like a customer, it is more like we are a partner with them."

Kaymac run almost 20 vehicles including vans, tippers, excavators and dumper trucks. "We've got our own workshop here but if we can't fix something, or if it's under warranty it goes to WG Davies and from day one they have never let us down. They always want to help us and we are really impressed with them". Rhiannon judges the service they receive by the standards they set for themselves, "Great customer service is based on excellent communication, as well as being honest and transparent. That is what we get from WG Davies, it is the way we operate, just doing what we say we will do and doing it right first time."

It seems the MAN TGE van is working well for them too, "Over the last few years we have found our existing fleet more difficult to repair and more problematic, so we decided to try some different vehicles. The MAN TGE has been absolutely brilliant; it is a high quality vehicle that is very robust and much easier to maintain and fix than our other vans. On top of that the staff who drive them tell us they are the best."

Clearly there is a great cultural fit between Kaymac and WG Davies, both are family



businesses founded on a desire to deliver excellent customer service and with a deep understanding of the value of the people who work there. It was a pleasure getting to know them a little better and we will enjoy working alongside them as they undoubtedly continue to expand and grow.

## Q3 Social Media Matters

If it happened we talked about it on Instagram and Facebook, with a bit of Twitter too

Whether it is our charity fundraising efforts, new vehicle deliveries, Dealer of The Year success or vacancies at WG Davies, it's all on social media.

So it is great to see more and more engagement with all of our accounts, although clearly Instagram is the favourite with more than 1,600 followers.

If you have liked, commented on, read or responded to any of our posts thank you, it is very much appreciated.

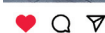
Here is one to savour from Q3: what's not to love about a post featuring shiny new MAN's? These two new TGMs were for Castell Howell Foods, Wales leading independent food service wholesaler who use their fleet of MANs to deliver a range of over 12,000 products to Wales, the Welsh borders and the South West of England.

Join in the conversation or just follow us at:

 [www.instagram.com/wgdavies/](https://www.instagram.com/wgdavies/)

 [www.facebook.com/wgdavieswales](https://www.facebook.com/wgdavieswales)

 [https://twitter.com/WG\\_Davies](https://twitter.com/WG_Davies)



Liked by racheldavies\_\_\_ and 37 others

wgdavies An absolute pleasure delivering these two vehicles this morning to Castell Howell Foods.

2 x TGM's left our Swansea depot this morning, with another four on their way, making six new additions to their growing fleet. 🚚





# Q3 Parts Update, Alun Taylor

## New people and new processes are keeping us ahead of our targets

WG Davies parts sales are steady at the moment but that does not mean we are quiet. Most of our customers are working their vehicles hard just now, many with fleets on the road 24/7, however our first time pick has improved with MAN controlling the stock ordering, so we are continuing to exceed our sales target each month without feeling too over extended.

It also helps that the parts team in Cardiff have welcomed a new parts advisor: Steven Mills (pictured right) joins us from Exeter and he brings many years of experience with him from working at Peugeot and Toyota.

As you will be aware Roger Davies has spent a lot of time and money improving the Swansea site generally and now the focus has turned to the parts department specifically.

From early September Liam and Shyloh moved to be based out of Swansea, working alongside Mike Harris and Colyn David. Their goals are to increase sales, improve productivity and embed best practice. We know that we need to be more efficient in everything we do to best support our customers and the workshop as it gets busier, which it will do following the transfer of Owens work from Llanelli to the Swansea depot.

Alongside all of that we know that parts deliveries are a life line for many of our customers, so it is great to be able to share that we now offer two deliveries a day from both Cardiff and Swansea.



# WG Davies Wins Both Service Dealer Of The Year and Parts Dealer Of The Year

## WG Davies become the first dealer ever to win both awards in the same year

The WG Davies team was recognised with the two blue ribbon awards at the MAN Truck & Bus annual conference in July and in doing so become the first dealer ever to be awarded both Parts and Service Dealer of the Year in the same year.

If you follow any of our social media accounts you cannot have failed to be aware of the awards because we are over the moon and want to celebrate being singled out as the best of the best across the whole MAN network for both parts and service, reflecting the hard work and customer focus of every member of the team.

The award for **Service Dealer** of the Year recognises achievements across the whole MAN Dealer Network of 67 locations, which includes both the private capital dealers like ourselves and the MAN Truck & Bus wholly owned sites. Each network member is subject to a series of regular checks and measures, and WG Davies Swansea was chosen as the winner because of the work we do to look after our customers. We were praised for regularly going above and beyond to keep our customers wheels turning, as well as delivering high standards across all business areas and achieving overall business efficiency.



The award for **Parts Dealer** of the Year celebrates both sales and service levels, all delivered in the most challenging business environment. In presenting the award MAN's UK MD, Stefan Thyssen talked about our sales performance, our engagement with parts campaigns, management of stock to maximise customer vehicle uptime and the outstanding levels of customer satisfaction we have achieved.

Roger said: "I want to thank each and every member of staff for what they do every day. I don't need an award to tell me they do a great job - I know that already - but I am absolutely delighted that we have won the award and that the team receive the recognition they so richly deserve on the biggest stage of all."

## CSI Customer Service Feedback - Going The Extra Mile

We are reviewing the feedback from the 30 customer interviews that have been conducted this quarter and, as always, we are pushing ourselves to do better. We know that to really wow our customers we need to exceed expectations, go above and beyond - put ourselves in our customers shoes and deliver what they want and need, sometimes without them even asking.

Of course, that is not easy to do but we have never wanted to settle for being mediocre, we want to be the best. Far from sitting on our laurels, winning MAN Dealer of The Year for both parts and service has fired us up to look for more ways to improve. The insight we get from the customer interviews is a huge part of that process, so thank you if you took the time to talk to Janet Birkmyre this quarter.

Service Cardiff: They always try to accommodate us.

Service Tenby: They go above and beyond all the time. We get a brilliant service out of Sarah and the team.

Parts: We needed parts which had to come from Germany... There was a mix up and although it was not WG Davies' problem the parts guys were still on it.

Service Swansea: Whenever we get a problem, we give Sharon a bell and she tells us to bring it over. The last one she said she would try and fit it in. Within an hour the job was sorted - it is always really good.

It is easy to focus on the negative but we are feeling particularly positive right now and sometimes it is good to acknowledge what we do well too. For this quarter we thought we would celebrate some truly stand out comments from our customers.

# WG Davies Depot News - Quarter 3 2022

**Everyone reports being busy and there are some new team members to help with that**

## **Cardiff, Tom Carroll**

"The quarter has been very busy here at Cardiff and everyone is continuing to work hard", Tom told us. "The new floor that was applied to the workshop in September has really brightened everything up and the technicians are enjoying working in the fresh and clean environment."



Cardiff has welcomed two new workshop apprentices; Piotr Cichon and Tom Manners, both of whom have settled in well and seem keen to learn. Meanwhile, Jake Martin, our auto-electrical apprentice, has completed his apprenticeship this year. In my opinion, Jake is a huge credit to both the company and apprenticeship program overall. We now rely on him every day to help clear the workload and to keep our customers happy. He is always content to get on with any job he is given, he just gets stuck in and works well with everybody. Well done Jake."

## **Swansea, Ryan Twomey**

Ryan also reported things were non-stop at Swansea, "We have been extremely busy here in Swansea. There is no obvious reason for that but we are certainly looking forward to having five more technicians in the workshop from 1st October."

The additional technicians are transferring from WG Davies Llanelli, where they work on Owens



Group vehicles. From October, Swansea will pick up the work for these vehicles ongoing. Daniel Jones, who has been managing the team in Llanelli, will come back to Swansea and take up the role of Service Manager.

Alongside that we should say congratulations to Craig Vyner who passed his class 1 HGV in September. Craig started with WG Davies when he was just 16, as an apprentice technician. Now, seven years later, he is one of our best and we are happy to celebrate his latest achievement."

## **Tenby, Rachel Davies**

Rachel told us "We are very appreciative of all our customers for their continued support and for keeping us on the go during the quarter. More than that, I am personally very grateful to both customers and staff for being so understanding while I settle into the new position here, covering Sarah's maternity leave."

The workload here is enough to require a new apprentice technician, so we are currently recruiting. In addition to that we will benefit from new MANCATs, a workshop van and some upgrades to the office furniture before the end of the year."

Alongside all of that we send huge congratulations to Sarah on the birth of her son, Oakley Christopher Spolton, weighing in at 9lb 6oz on 10 August. We are very happy to report Sarah and Oakley are doing well.

## **Swansea MOT/Service, Michelle Kidwell**

Michelle loves it when it is non-stop and so she was happy to report, "It's been really hectic but I'm not complaining. The quarter started well and just got better! Our MOT testers have now got their Class 5 Light licences, which allows us to cover even more vehicles. We could already service and MOT cars, light commercial vehicles and motorhomes but now we can look after minibuses up to 16 seats as well."

We have been most grateful to receive some wonderful feedback from customers old and new - thank you, nothing makes us happier than a happy customer."

## **Llanelli, Malcolm Jones**

It's all change at Llanelli with the WG Davies team returning to work out of our state of the art Swansea Depot, where we will continue to look after a number of Owens Group vehicles. The relationship with Owens dates back over many years and we have enjoyed being a part of the team based at Owen's head office. We look forward to working with them for many more years to come.



## WG Davies On The Podium At Charity Football Match

### A good day out networking and team building, and all for a great cause

WG Davies fielded a dream team for the Business Fives, a 5-a-side corporate charity football match at Pure Football in Swansea on 13th September. Not only did the team finish third, they raised over £400 for Swansea Mind, a local mental health charity.

Five teams from Swansea based businesses played a round robin format and WG Davies got off to a flying start with a 5-2 win over Motorpoint. Across the tournament they were the second highest goal scorers but lost two games to finish third overall. Congratulations to Glass Systems, well deserved winners who did not lose a match.

It was all for a great cause; the chosen charity for WG Davies is Swansea Mind, a local mental health charity that provides support and advice to empower anyone experiencing mental health problems. At the time of writing the team has raised over £400, to include prize money of £100 and donations of more than £300 received via the Just Giving page, which will be kept open for a few more days. Thank you to everyone who has donated.

Teambuilding, networking and charity fundraising all in an afternoon, with Lee Trundle (ex pro footballer and Ambassador of Swansea City FC) making a guest appearance too. A great afternoon organised by Business Fives, who have themselves have donated over £200,000 to charities.



The WG Davies team (left to right) Liam Jay, William Patterson, Liam Todd, Brooke French (Captain), Dean Lawler, Paul Scott, Tiago Pinto