

# Safeaid: Next day delivery for branded PPE

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*Safeaid Sales Director Roy Stone discusses going the extra mile for customers*

First class customer service is the bedrock of the business for Safeaid's Sales Director Roy Stone. Which is why when customers said they wanted next day delivery for branded PPE, the safety workwear specialists made it happen.

"As a leading Rail PPE specialist supplier, we fully appreciate the complexities of rail infrastructure projects, as well as the implications of missing a possession window.

"We already provided next day delivery as standard on our stock items but it came to light as part of a survey we conducted, that customers often needed their branded PPE just as fast.

It seemed a relatively simple thing for us to fix as we already had an in-house branding facility. We invested in additional state-of-the art equipment and more staff for this department and within a couple of weeks we launched Fast-Track, our super-fast order fulfilment service, offering the fastest turnaround possible for branded PPE and unique to Safeaid.

"Our customers can now place an order and on the same day, their garments are picked from our

warehouse, have their company logos applied, are wrapped and packed and despatched to arrive with the customer the very next day.

Roy says it epitomises the organisation's 'can do' attitude of getting things done and giving customers what they want. One of our company values is 'urgency', which the team often gives us a bit of flak about, but we're strong believers in forging ahead with a good idea and making sure it comes to fruition and doesn't just fall by the wayside.

"Fast-Track is genuinely industry-leading, and interestingly, customers have been quite taken aback that we've been able to do it," he said. "We launched the service earlier this year and it has already proved to be a lifesaver for some organisations.

"We have been involved in the rail industry for over 15 years and understand how critical it is for our customers to have what they need on time, without fail – and sometimes at very short notice.



In total, Safeaid has 45 years' worth of expertise in health and safety with a focus on quality and compliance. Alongside rail, it serves the aggregates and utilities industries mainly.

"We're obsessive about customer service and maintaining a high-quality experience for our customers is our priority," said Roy



“We deliver this through understanding customer needs and preferences, our product range, our technology and our people.

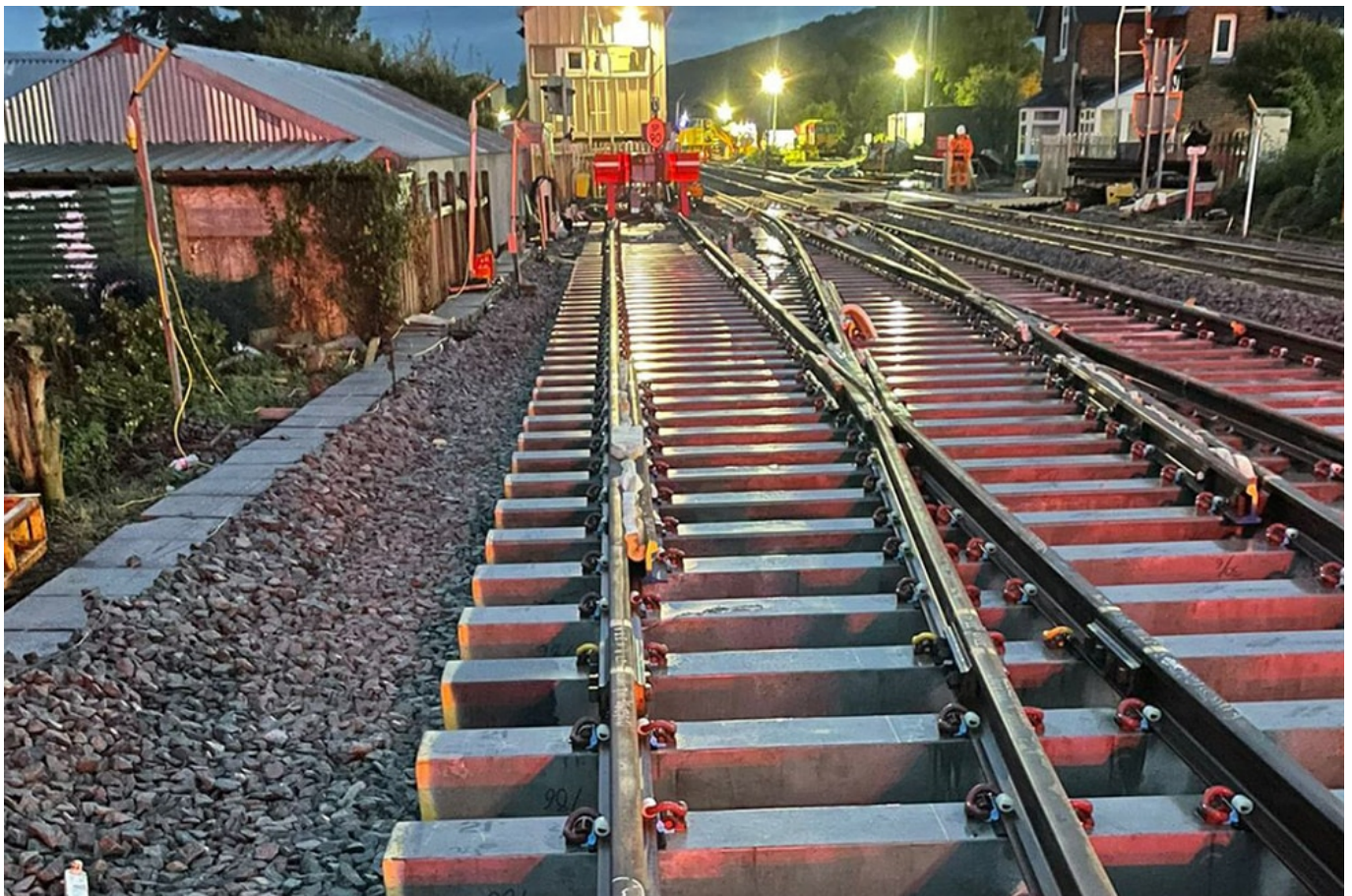
“To us, great customer service is about going above and beyond – all the time. With this in mind, we continually review what we do and how we do it and ask ourselves, how can we make this better for our customers?”

Another example of improving the customer experience is its powerful Mi365 PPE management platform, which provides a simple and effective solution to ordering, managing and controlling PPE and has been proven to save customers up to 20% on their annual PPE spend.

“It also offers many compliance benefits as it has full reporting capabilities and PPE can be tracked, traced and signatures captured.

“It is all part of our overall aim to keep workers safe and make the process of purchasing PPE as simple as possible. We genuinely do care about our customers which keeps us focussed on how we deliver outstanding as our absolute minimum.”

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*Photo credit: Safeaid*