

ByBox boxes clever over delivery standards

In just two years, Stuart Miller has almost tripled ByBox sales of regular overnight delivery services to over £17m, writes David Sumner Smith. The company is now the biggest "starlight distribution service" in the UK, working for 130 clients as diverse as AstraZeneca, BSkyB and British Gas.

Boxes of products and spare parts required by their service engineers, installers and field sales staff are collected from companies



Miller: never lost a client

every afternoon. They are taken overnight to 14,000 secure outdoor lockers at more than 600 locations around the UK for collection in the morning by ByBox's local staff. Light traffic and regular delivery rounds improve efficiency.

"We don't need a fancy 'customer relationship management' system to look after our clients", says Mr Miller. Instead, every Friday each client is asked to give ByBox a mark out of 10.

"If the score remains high, it is a regular reminder of how good we are," he says. "But if it drops, we can spot it immediately, establish what has gone wrong and sort it out. It works, too. We have never lost a customer."

But efficiency levels are made even more public: the percentage of boxes delivered before 8am over the past three days is shown on the bybox.com website. "Total transparency makes you set very high standards for yourself," says Mr Miller. "Once you stop being honest and open with your customers then you slip into white lies and politics - and you lose the sharp edge you need for success."