



## PRESS RELEASE

# Amtrak Re-Writes The Delivery Rulebook

Amtrak Express Parcels has launched a new express delivery service that is set to send a shudder through the express parcel industry.

In a move that effectively re-writes the express delivery 'rulebook' by bringing together the three elements of the 'delivery triangle' - the sender, the deliverer and the recipient – to create and shape a new service, Amtrak has taken customer involvement to a new level.

The result of that pioneering collaboration is a new evening delivery service that breaks new ground and provides previously unheard of levels of delivery flexibility and choice.

The new Amtrak service offers two options. The first extends the working day from 8.30am to 8.30pm and the second involves making deliveries in a specific time window between 5.30pm and 8.30pm. In short, the service marks the end of one of the thorniest and most common complaints surrounding home deliveries – the need for recipients to wait in all day for a parcel to arrive.

The ground-breaking new service is the brainchild of Amtrak Express Parcels' managing director, Jonathan Smith, and is the latest in a series of new innovations and changes Smith has introduced since joining Amtrak last year with a brief to grow the business and put it back into profitability – twin goals that Smith has achieved spectacularly in just twelve months.

***“The business is on a growth track and we are in healthy profit. Amtrak has always been a frontrunner in terms of service performance but now,***



***as a result of radical changes affecting every part of the company, everything else has come together,” Smith said.***

He believes the decision to directly involve senders and recipients in the design of the new evening delivery service is a blueprint for future new services and innovations and an end to the ‘one size fits all’ approach to service provision.

***“Whilst for some business sectors there may be nothing new in involving users and customers in the process of designing new services, it’s is certainly a fresh approach in the express parcels industry,”*** he said.

***“The conventional mindset has seen parcel companies create new services in isolation because the feeling was that the last thing you wanted were users and customers telling you how to run your business. The consequence of that approach was often the introduction of services that didn’t meet customer needs because the customer had never had a real opportunity to explain what their needs were.***

***“It wasn’t a sensible approach then and it still isn’t. It involves too many assumptions which, in practice, prove to be wrong. We sat down and talked to our customers and their customers to find out exactly what they wanted from a new service like this.***

***“Their input has been invaluable so when we recently trialled the service within the M25 area we were pretty confident that we had a new service that would do everything everyone wanted it to do - and it has.”***

The M25 area trial has proved so successful that Amtrak has rolled out the new service into a further nine major conurbations across the UK with plans to extend it into more soon.



Although the new evening service is available for deliveries to business and home addresses, Jonathan Smith is focussing most attention on home deliveries.

***“Providing home delivery services that suit the recipient has always been a tough nut to crack and has long been a source of frustration for both the parcel sender and the householder forced to wait in all day a parcel to arrive. Householders hate it and senders have to deal with the complaints.***

***“By enabling deliveries be made up to 8.30 in the evening we have removed one of the most troublesome home delivery bugbears,”*** Smith said.

One of the keys to Amtrak’s ability to devise, test and introduce the new service in just a few months is, says Smith, the enthusiasm and willingness of the Amtrak franchised network to embrace something new.

***“Our franchisees are, in effect, running their own businesses and they are keen to take up new services like this. I don’t think a wholly-owned business could have come anywhere near the same drawing board to implementation timescale we have achieved,”*** Smith said.

At Amtrak confidence in the new evening delivery concept is high and mail order companies have already shown a great deal of interest in the service and talks are taking place with some of the biggest and best-known players in the mail order market.

***“We know the demand for this service is there because we have tested it thoroughly. It’s an innovation customers have been crying out for for a long time and now it’s here,”*** Smith said.

**Ends**



**Note to Editors:**

Amtrak Express Parcels Ltd is one of the UK's leading and fastest-growing express parcels companies with a range of collection and delivery services that cover the UK, Europe and the rest of the world. It has more than 100 strategically located depots across the UK and operates a fleet of more than 1,000 delivery vehicles. Amtrak has an industry-leading reputation for outstanding service quality and value for money and surpasses the stringent BSEN ISO 9002 quality standard.

**For more information contact:**

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