

# Case Study

## Quickline Couriers

### Background

Quickline Couriers was established in 2016 and has experienced substantial growth in a densely populated courier market. The company offer a bespoke collection and delivery service centred around a high-quality customer experience, offering same-day courier delivery and haulage transportation across the UK and Europe.

Quickline Couriers outsource their storage and warehousing services to a third party and with twenty-four employees and five offices throughout the UK, the team has secured a reputation for delivering a reliable, competitive service.

### Challenge

Despite Quickline offering a competitive, high-quality service to an established, loyal customer base, economic conditions were driving prices down and restricting opportunities for organisational growth.

Delivery Partner



Working with the business experts from Horizon partner Edge Hill University, Director Andy Martin soon identified how a series of defined practices and improvements would transform how Quickline could acquire new customers, maximise current resources, define targets and improve the customer journey.

### Solution

An effective market penetration strategy was developed, focusing on maximising the allocation of existing resources to improve their market share. The team worked to establish a clearly defined target customer profile alongside a refined value proposition.

To successfully deliver the new strategy, Quickline would need to implement a new robust, repeatable outbound sales process that would require adopting new technology that would become embedded into the sales process. An improved collation and understanding of data within the business would provide Quickline with the opportunity to monitor trends, improve decision making and evaluate performance.

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### Impact

Quickline has seen productivity improvements within the business, having adopted and embedded new technology to drive effective business development activities to reach their defined markets and improve conversion rates. The team have created a newly defined customer journey, refined operational practices and resource allocation. The customer needs to remain at the forefront of the new strategy, and new processes will help in quickly identifying and defining problems and opportunities.

Quickline has also created three new apprenticeship opportunities within operations, accounts and marketing as the company continues to expand.

**“We found the programme extremely insightful and gained so much more perspective on our business and strategies. Following the programme, we have implemented many of these strategies throughout the business and are already beginning to reap the rewards of doing so.”**

Andy Martin  
Director

