



**The Water  
Delivery Company**

Newsletter

VOLUME: **ONE** ISSUE: **ONE** Summer/Autumn 2006

## “Hello



**ROB LAUGHTON** - Managing Director

and welcome to the first edition of our newsletter. I hope our water has helped to make your summer a little bit cooler!

Firstly, I want to thank you all for choosing us as your water supplier and for the great feedback you gave us in the recent customer survey. We are constantly striving for the very best customer service so please don't hesitate to get in touch if you have any suggestions about what we can do to improve our service.

You'll see from the article below that we're running a competition with a great prize of six bottles of champagne. All you have to do is dress your cooler and send in a photo. I hope you'll all get involved!

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Enjoy the rest of the summer and thank you again for your custom.



## Free Water

*During the July heatwave, we decided to give out free bottles of water to hot and bothered commuters. Water Boss, Rob Laughton, said, “The thought of travelling on the train or tube at this time of year is an absolute nightmare. So the small gesture of free water to local commuters - to help make their journeys more comfortable - was the least we could do.”*



**PI DESIGN** in London have embraced our competition. The independent global brand specialists based in Notting Hill came up with this little beauty. You can find out more about their company by visiting the website: [www.piglobal.com](http://www.piglobal.com) Can you do any better?

(See picture to the left).

## Customer Survey - July 2006 Summary Results

We recently sent out a customer survey to find out what you thought of us. Out of 700 surveys sent, we had around 300 replies so a massive thank you to everyone who gave us feedback. Fortunately for us, we seem to be doing a good job.

### *We asked how satisfied you are with our service?*

94.7% of our customers told us that they were happy with our service.

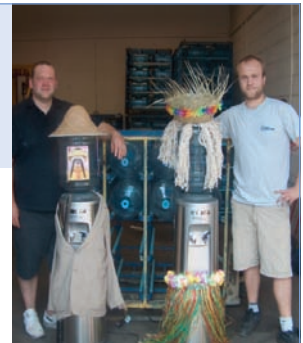
### *We also asked you how our service compares with your previous supplier.*

97.3% of you said that we were either better or much better than your previous supplier in a survey that was audited by an independent marketing company.

Naturally we were delighted with the results because you are the most important part of our business. But, we want to get better so please do get in touch with us and let us know how we can improve our service and make life easier for you. Thanks again for responding....

## PIMP YOUR COOLER

The Water Delivery Company has launched a competition to personalise water coolers. Based on the MTV show 'Pimp My Ride', the Wandsworth based firm is challenging UK companies to 'pimp' their water coolers.



Water Boss, Robert Laughton, said. "Water cooler culture has become part and parcel of office life in the UK. Many people congregate over a glass of water and share stories, gossip and chat about last night's TV." "We recognise this and wanted to add a bit of fun into the water cooler experience."

"After all, the office can be a serious and stressful place so at the very least this competition will make people smile and that has to be a good thing," he added. ([www.dressyourcooler.com](http://www.dressyourcooler.com))

The three most imaginative creations will win **SIX BOTTLES OF CHAMPAGNE!**

**FACT:** A cup of our Spring water was drunk every working second during July.

What hot topics are you talking about around the water cooler ???

Let us know and we will put your comments and company details on our website for free...

[contact@thewaterdeliverycompany.com](mailto:contact@thewaterdeliverycompany.com)

# EMPLOYEE FOCUS



Laurie Bowles has worked for the company for two years. Laurie is one of our valued delivery drivers but away from the Water Delivery Company he has an interesting hobby. When most people finish work on a Friday they head down the pub for a couple of beers or hit the sofa and put their feet up.

But not Laurie.... He is part of a collective called Paladins of Chivalry. They are a troupe who re-enact medieval battles and ways of life. He used to fence in a local group but got together with some friends and set up this unusual collective back in 1992. They train once a week and can be seen at events throughout the year.

When at festivals he eats dishes from a cauldron without forks just finger bowls. As they did in the 14th Century. You can check out his website... [www.paladins-of-chivalry.org.uk](http://www.paladins-of-chivalry.org.uk)



# Customer Focus



**NAME:** KELLY FITCHETT  
**JOB:** TITLE: MARKETING EXECUTIVE  
**COMPANY:** HANDBAG - [www.handbag.com](http://www.handbag.com)

**How many staff work at Handbag?**

53

**When was Handbag launched?**

We were launched in October 1999 so we have been around for about seven years.

**Best thing about Handbag?**

We now offer a portfolio of services for women in the UK that has something for everyone. We feel that we know our customers better than anyone else in the country and we are always looking at new ways of reaching as many people as we can.

**What plans do you have for the future?**

Well, recently we have launched several new sites. We have [www.gomamma.com](http://www.gomamma.com) - a site that gives advice on parenting and pregnancy, [www.getlippy.com](http://www.getlippy.com) - aimed at 18-24 year olds that focuses on celebrity culture, gossip and fashion and we also have [www.allaboutyou.com](http://www.allaboutyou.com) which is a great site to learn about beauty, relationships, travel and more.

**Water cooler moment of the year?**

I can't think of one at the moment but you never know what's around the corner.

**Best thing about the Water Delivery Company?**

They have to climb loads of stairs to get here but we always have cold water around because The Water Delivery Company always delivers.

## TOP FIVE WATER COOLER CONVERSATIONAL MOMENTS 2006

- 1** After the successful return of Spiderman, Superman Returns really lets the side down. We say bring back Hong Kong Phooey!


- 2** Finally a decent summer - barbies, beers, beaches. Long live Costa Del Blighty!


- 3** How bad is reality TV at the moment? Please stop celebrities using reality TV as therapy.


- 4** World Cup disaster - The best team since 1966 - not in the games that we were watching.


- 5** BBC Bungle - Guy Coma goes for accounts job at BBC and ends up live on air by mistake - oops!



## FREE MONEY

**If you refer a customer to our company and they sign up, we will give you a £30.00 Amazon voucher - send us their company details and if they sign up you get shopping!**



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