

Capital Commitment



In December 2018, Speedy conducted large focus groups and in depth interviews. Two points stood out for Speedy:

- Loyalty with hire companies is built on exceptional service and customers relationships with employees.
- Deliveries are our customers' biggest challenge; provide them with as much information as possible regarding arrival times.

From this evidence and other research around Speedy's digital capability, the **#CapitalCommitment** campaign was born. Throughout Nov 2017 – Jan 2018 our team took to the road to ensure our people were fully briefed on the service promise and our campaign objectives.



Capital Commitment, was launched in January of this year. It guaranteed customers a same day delivery and collection service if ordered before 3pm, on our customers' top 50 products, anywhere within the M25 area. A campaign manual, FAQs document, marketing plan and social media user guide were all released in tangent with the campaign going live.

Social Media took front stage from the start. We encouraged our colleagues to actively promote the campaign via social media, in particular LinkedIn. The campaign was constantly refreshed, due to a stream of content from employees which featured photography of the newly wrapped Capital Commitment vans against London landmarks.

Due to the massive success of the London initiative, Capital Commitment was rolled out across the nation. The integrated marketing message was kept the same across all channels, "order by 3pm on the top 50 products to guarantee same day delivery". The internal photography competition was spread across the country which saw an influx in traffic and applications. Throughout the Capital Commitment campaign, we have learned that listening to what our customers want and the way they prefer to be communicated with, leads to a successful initiative.



The campaign's return on investment (ROI) is particularly impressive. From campaign creation to graphic design and sponsored promotion on social media; the campaign cost a total of £144k as of August 2018. Capital Commitment has produced a current revenue of £1,801,532 over the 9 months since release. As a result, the ROI currently stands at 1151%, a figure which pleases many factions across the business.



Capital commitment is an industry first and Speedy's way of showing the UK we are committed to delivering the best service in the tool hire industry. This guarantee is geared up to keep you doing what you do best, without hitches or hold ups due to broken or unavailable equipment.