Putting the Customer First

At **Helapet** we pride our success and growth on our ability to put the customer first. By placing our customer at the centre of our brand, we continually seek to understand their wants and needs, enabling us to provide the best customer experience and inform our next generation of products and services. We have adopted a highly customer-centric culture where all Helapet staff are trained and empowered to improve how we do things for the ultimate benefit of our clients.

How do we do this?

People
✔ A shared vision, mission and values

✔ Use cross training to improve flexibility and heighten job satisfaction

✔ Embrace diversity, working together and being respectful

✔ Supportive of new ideas

Production
✔ Use of lean methodologies to reduce waste and increase value to our customer

✔ Encourage innovation to meet changing customer requirements

✔ Effective supply chain management to ensure timely delivery of our products

Service
✔ Trained to be sensitive to customers wants and needs

✔ Providing high quality customer experience and foster positive long term relationships

✔ Use customer insights to inform our future strategies

Delivery
✔ We aim to achieve same day despatch on all orders received before 3pm to maintain customer satisfaction

✔ Investment in new customer communication and delivery notification tools

✔ Effective inventory management to maximise stock availability

Sustainability
✔ Develop sustainable goals that help both us and our customers to reduce environmental impact

✔ Commitment to reducing waste and harmful emissions

✔ Explore new sustainable technologies and energy sources

✔ Sourcing environmentally friendly partners with similar values

Continuous Improvement
✔ Promote continuous improvement and empower staff to strive for excellence in everything we do

✔ Investment in new technologies and staff training to help improve processes across the organisation

✔ Constant review and feedback to inform further improvement opportunities