

Cloggs.co.uk Won't Let Royal Mail Strikes Affect Delivery Times



Released on: October 26, 2009, 3:29 am

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Industry: [Retail](#)

Royal Mail is experiencing a series of one day strikes that will cripple the UK postal service, but Cloggs is determined not to let it affect delivery of shoes to its customers. Offering an alternative, free delivery service via another carrier, Cloggs.co.uk has put its customers first once again.

Just like any other online retail business, Cloggs relies completely on the UK postal service to deliver shoes and boots to its customers on time. With Royal Mail strikes posing a real threat to online

traders, Cloggs.co.uk didn't want its customers to worry unnecessarily, especially in the run up to Christmas. Cloggs' proactive, forward thinking attitude has ensured that this will not be the case.



Even though Cloggs only use Royal Mail 'Tracked' services (which they have been assured by senior management at Royal Mail will remain unaffected by the strike - even if senior managers have to hand deliver them themselves), Cloggs wanted to completely reassure customers and offer them alternative delivery methods.

Instead of customers wondering when their top brand shoes and boots like the latest [UGGs](#) would show up once they have ordered, Cloggs is offering people the choice, at checkout, to opt for a Priority free delivery service via HDNL (the UK's largest home delivery service).

It's easy to opt for the free 1-2 day priority service via HDNL on the Cloggs.co.uk website. Whether purchasers want to buy a pair of [UGG Boots](#) like the latest [UGG Bailey Button](#), [Fitflop Boots](#), Dr Martens Boots and Timberland Boots, or even a pair of winter Crocs, this delivery option is selected as standard on the order summary page. All buyers have to do is fill out the details required and let Cloggs do the rest.

Nick Thomas, Cloggs.co.uk Director, said:

"As we primarily conduct business online, it is vital to us that the shoes that we sell are delivered to customers in a timely manner, whatever the cost to our business. We have always offered a free delivery service to our customers via Royal Mail, but as strikes are unnerving buyers, we wanted to offer an alternative that was still free. That is why we are now promoting our 1-2 day delivery service via HDNL. It's a simple alternative that offers our customers choice, and the chance to get their top brand shoes fast."

Royal Mail strikes are a serious concern to online shoe retailers like Cloggs. With recent surveys indicating that postal strikes could cause serious damage to E-commerce sales (which are set to top £50bn in 2009), Cloggs has acted fast to avoid any negative impact on customer experience in its online store.

About Cloggs:

With over 35 years of trading experience, Cloggs has long been at the forefront of cutting edge British shoe retail. With a focus on in season fashion footwear, quality customer service, competitive prices and extensive selection, Cloggs.co.uk stocks over 20,000 items including its popular range of UGGs like Classic Short UGG, [Classic Tall UGG](#) and the brand new design for this winter, the UGG Bailey Button.

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)