

## BACKGROUND

Our client Robinsons is one of the Isle of Man's oldest family run businesses. From humble beginnings, over 125 years ago as a small market stall they have developed into a leading organisation serving a wide variety of products and services to consumers and businesses throughout the Isle of Man & the UK and employing over 175 members of staff. The core of Robinsons business is retail food services and flowers. Their online flower delivery service Post-a-Rose.com offers next day flower deliveries on Island and to the UK..

## SOLUTION

Dealing with perishable goods like flowers it was essential to Robinsons

that they could guarantee their customers a next day delivery service, both locally and in the UK. We were able to offer a bespoke created service that includes a late afternoon pick up with a direct link to our mail plane to guarantee items will be dispatched the same day. We also were able to offer a bespoke same-day Island wide delivery service as part of the business package.

## RESULT

A unique solution that caters perfectly to our client's need has resulted in a successful business branch, enabling them to be flourishing in a highly competitive market within the UK.

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### Mark Hotchkiss, Floristy Manager Post-a-Rose.com

"Robinsons Ltd have been working in partnership with the Isle of Man Post Office for more than 10 years. Their services play a pivotal role, both on island and throughout the UK, for our Post-a-Rose.com and Signature Flower Services, our IOM Hampers.com gift range and our Paddys.co.uk fresh fish offering.

In our business, the customer sees the delivery partner as an extension of the business and we appreciate the high level of customer service that the Isle of Man Post Office provide to ensure our products arrive as both we and our customers expect.

IOM Post have continued to improve year on year, particularly over the peak flower periods, where large volumes and additional service considerations are often required.

We are looking forward to continuing our relationship with IOM Post and further delighting our customers on their doorstep."

