

KUBOTA UK APPOINTS CAROUSEL AS SOLE DEALER DISTRIBUTION PARTNER

Kubota UK has announced the appointment of leading European service-logistics specialist, Carousel, as its sole distribution partner, fulfilling all spare part requirements for its extensive dealer network, as well as optimising the manufacturer's logistics services in support of enhanced customer satisfaction and long-term business growth.

Effective immediately, Carousel will oversee all Kubota UK and European dealer deliveries, collections and returns. Kubota's network currently consists of more than 200 dealers across Europe, including key service areas in the UK, Ireland, France and Germany.

As part of the solution deployment, Carousel will work in collaboration with Kubota's UK warehouse partner Unipart Logistics, operating from its central hub in Birmingham. Kubota's dealer network will benefit from an enhanced delivery service for replacement parts, a self-service booking portal, as well as greater visibility over shipments, all of which will significantly improve customer experience.

Mike Ardolino, Business Development Manager (Parts) at Kubota UK, said: "Service excellence is the life blood of the Kubota business and the fact that Carousel mirrors this in its own customer-first ethos was of vital importance when making this business decision. Our partnership with Carousel will not only help us increase our service levels even further, but also helps us achieve new standards of customer aftercare.

"Carousel's innovative solutions bring our customers a seamless order and delivery process, plus complete visibility and control over their fast and slow-moving parts. Furthermore, with Carousel's extensive expertise in delivering service-led logistics, we can now grow the business at pace with the confidence that we can consistently deliver the service our customers have come to expect from the Kubota brand."

Morton Griffiths, UK Managing Director at Carousel, said: "For organisations like Kubota with complex delivery requirements, the logistics process offers one of the best opportunities to impact customer experience directly. By combining technology, efficient processes, industry relationships and service excellence, we are well placed to support Kubota in improving its customer satisfaction and carve out an even greater competitive advantage within their market.

"Using our own technology solutions, we are able to help Kubota take its customer experience to the next level, whilst also bringing significant efficiency gains across all areas of its operation. It's a step-change that will allow Kubota to meet the changing needs of its aftermarket, while also supporting its on-going ambitious growth plans."