

# Delivery promise backed by cash guarantee

In the current economic climate, there are very few guarantees when it comes to financial matters. However, in the world of cutting tools things are slightly different. Confidence in its guaranteed delivery service is so high at WNT (UK) that it is backing up its promises with a refund offer should it fail to meet them.

"When WNT was founded in 1999 we had to employ many marketing initiatives to gain a foothold in what was, and still is, a competitive market sector," remarked Tony Pennington, WNT's managing director. "One of those initiatives was a £5 cashback if we failed to deliver to a customer, as promised, before noon the day after placement of an order."

According to WNT, its bank account remained intact and few customers had recourse to make a claim on the offer. Now, with the high level of investment that has been made in its logistics infrastructure WNT is even more confident in its ability to meet the deadlines placed on it by its customers. From 1<sup>st</sup>



October, WNT is re-introducing the offer. With an allowance for inflation it is now offering customers a credit of £10 to their account if items are not delivered by

noon the day after the order was placed. Some restrictions apply such as the exclusion of certain postcodes and shipments over 10kg.

Mr Pennington explained: "With the investment we have made in logistics we are confident that our money will be safe and our customers will be completely satisfied with the level of service that they can expect from WNT. Our goal is to provide seamless delivery and customer support and this offer is testament to our levels of commitment."

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