

'For Immediate release'

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Key roles deliver total customer experience

Strategic review of Midlands based Oakland International Ltd has created the new role of Key Account Controller, designed to extend customer service focus and provide an inclusive international customer experience.

Multi temperature supply chain specialists, Oakland continues to expand its one stop shop for UK, French and European clients wishing to access retailer and foodservice outlet distribution routes to the UK, Ireland and Europe. Bringing Key Account Controllers into the business service mix is dual purposed; client focused, enhanced customer support teamed with efficient transition of increased client business and new product lines into their swelling distribution operation.

Oakland's MD, Dean Attwell explaining the company's reasoning said: "The position of Key Account Controller will provide a robust customer focused foundation, irrespective of language barriers. The key to unlocking business success and customer loyalty is to deliver a first rate customer service, an area still not fully appreciated by so many businesses today. We believe our clients will feel the benefit of this initiative, bridging and bringing us closer together to deliver a clear understanding of their business needs through enhanced proactive management of their Oakland account."



Fluent in both French and English, Edith Hurst-Earl and Maxime Pinchon, are the company's first two Key Account Controllers representing a major investment and commitment to extended customer support functionality. Hailing from the Alsace in north-east France, Edith has been working within the UK for a number of years, providing a multi-lingual language service to the business sector. Said Edith: "I see my new role as focusing on customer care. I

am really enjoying the excitement and challenges of Oakland's diverse international client base."

Operationally the allocation of Stock Control Supervisors to individual clients has spearheaded improved day to day communication and provided enhanced transparency and clarity to all Oakland's stock processes. Said Dean: "One of our key strategies for 2008 has been to further extend client service levels. Growing fast, we are absolutely determined that we do not lose sight of our core values of service, reactivity and flexibility, and for this reason we have introduced Edith and Maxime into these new roles within the Oakland team."

Designed to flex and adapt, this key role will deliver Oakland clients with an enriched and enhanced customer experience. Maxime, holding a masters degree in International Commerce and Negotiation has been living and working within the customer service arena within the UK for more than four years. Said Maxime: "My goal is to listen to customers, so that I can generate a close understanding of their needs and aspirations."

For details on how your company could benefit from a single source storage, picking, packing and distribution solution, visit Oakland's website www.oakland-international.com or contact Oakland's UK and European sales manager Luci OConnor direct on +44 (0) 1527 593 962 mobile: 07968 764246 or email: lucioconnor@oakland-international.com

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