



The Commercial Moving Group (CMG) is the UK's leading quality assured network of independent commercial movers.

## Enjoying the CMotY bounce!

Sarah Cole, Managing Director, Universal Commercial Relocation looks back on the past six months since her company won the Commercial Mover of the Year (CMotY) 2017.

**R&S: Universal Commercial Relocation won the CMotY award in 2015 and then again in 2017. What kind of impact did winning CMotY in 2017 have on your business?**

**Sarah Cole:** The London commercial moving market is highly competitive so winning the award again has certainly helped us in continuing to raise our profile and is a strong selling point when trying to stand out from the crowd. It is also good news that we have shared with our existing clientele as we have many longstanding client partnerships and it is important to also let them know.

**R&S: How did your operative team react to the company winning CMotY 2017?**

**Sarah Cole:** Universal has a well-established close knit operative team so we wanted to ensure there was recognition across the business that everyone's effort had contributed to winning this award. All operatives received an extra two days' paid leave as a thank you for all their commitment and hard work. New uniform bearing the winner strapline and badge has been rolled out as the team were proud of their achievement and delighted that there was a second winner's badge to add to the uniform! Winning CMOTY has certainly been positive and motivational for the organisation.

**R&S: How have you used the win for your marketing campaigns?**

**Sarah Cole:** In marketing our business both on our website and in our literature, winning the award is prominently featured. Our approach has always been to focus on excellent customer service through developing a strong longstanding workforce and embedding



➔ Sarah Cole, Managing Director, Universal Commercial Relocation receiving the CMotY 2017 award at the gala night

quality assurance in every aspect of our service delivery. Winning the award is a great affirmation of our approach from external judging and client feedback.

Commercial moving companies such as Universal are not only competing against relocation companies that are not accredited with the Commercial Moving Standard BS 8522 but office furniture and fit out companies even on very large scale moves. It is critical to our industry that we continue to highlight our expertise and the cost effectiveness in the long term of using a quality assured office mover to undertake a relocation project. In a market where pricing is being driven down and our services often undervalued, it is important we promote the value for money and risk minimisation in our service offering and the award is a strong reinforcement of this in highlighting the

correlation between quality assurance and client satisfaction.

**R&S: Any plans for CMotY 2018?**

**Sarah Cole:** We feel very positive looking towards next year, especially as we will be celebrating 40 years since the business started in 1978. We will certainly be applying again for CMOTY 2018!

**Universal Commercial Relocation Ltd**

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## Message from the sponsor of CMotY 2018

We first sponsored the Commercial Mover of the Year award in 2013 and have continued to provide our support since that time. It's particularly special for us to be the sole CMotY sponsor in 2018 – a year which also marks Pluscrates' 10th birthday. We launched our business after securing corporate finance from RBS and carried out our first delivery of crates to Lehman Brothers just ahead of the global banking crisis, credit crunch and worldwide economic recession. The commercial landscape has changed almost beyond recognition during the intervening years and, back in 2008, surely no-one could have envisaged the UK's exit from the EU, the election of President Trump and Leicester City winning the Premier League!

There are of course some constants which run through this period and Commercial Mover of the Year award is one of those. In an ever more challenging and competitive industry, where every marketing advantage needs to be seized upon, participation in the award process and the tangible rewards it delivers makes more sense than ever. Past winners, finalists and recipients of certificates of merit all whole heartedly endorse that value and it's for that reason we are delighted to be associated with it.

From all of us at Pluscrates we would like to wish the best of luck to all commercial movers participating in the 2018 competition. **John Mitchell, Managing Director, Pluscrates Ltd**



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