



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

UCR reclaims CMotY crown

Universal Commercial Relocation's third CMotY victory, having won in 2015 and 2017, is set to stand the company in good stead as it continues to move onwards and upwards in future.



➡ L-R: Zoe Lyons (host), Sarah Cole (UCR), Ian Palmer (BAR President) and Nick Flaxman (Pluscrates)

UCR specialises exclusively in delivering commercial relocation services to clients based primarily in London and the South East and has recently celebrated 40 years in the commercial moving industry. The firm operates in a range of areas within both the public and private sectors including government, banking and education.

Interview with Sarah Cole, Managing Director, UCR

R&S: What does winning CMotY again mean for UCR?

Sarah Cole: We're surprised and delighted to have won CMotY this year, especially as we were up against such strong competition. This award is particularly special as it's the third time we've won in five years. This is a marvellous achievement for our team and a positive endorsement of their commitment to the company and approach to service delivery and our clients.

R&S: How do you ensure you maintain your position at the top of the industry?

SC: Our approach is always driven by our clients, who expect the highest standards in everything we do. All the members of the team understand and embrace that approach. I'm involved in overseeing our quality management system and ensuring it's implemented by the whole team through all operations. Our management and operative teams are key to maintaining and developing collaborative and proactive client

relationships. We also do all that we can to train and develop our team with a view to building up a longstanding workforce in which staff turnover is low and business continuity is paramount.

R&S: What was your strategy for regaining the trophy this year after missing out in 2018?

SC: For our 2019 CMotY entry, we submitted to the judges a range of moves that were headed up by different teams within Universal, for both public and private sector clients and across various fields within the industry, in order to reflect the breadth of projects that we undertake every year.

R&S: Do you know in which areas you scored particularly well?

SC: We scored especially well in the evaluation of the process from enquiry through to our appointment by the client. I was particularly pleased to see that our top mark was in the assessment of the professionalism of our foremen and operative staff and their understanding and ability to fully meet the client's move requirements.

R&S: How will you use this award to continue to promote UCR in the future?

SC: In a highly competitive market, the CMotY award is a great way to promote Universal in the workplace industry, as well as raise our business profile and the wider profile of the specialist and business-critical projects which commercial movers deliver. We've shared the good news on our social media platforms and with our clients, and we'll be highlighting it in the marketing campaign that will be launched in the second half of 2019. We will also be organising some team events to celebrate with the people that do all the hard work!

R&S: Do you have any advice for BAR Members thinking of entering for next year?

SC: I would encourage all CMG members to enter CMotY because recognition by way of winning a Certificate of Excellence or a place in the finals is very positive both with your clientele and for your staff. The competition is an open, straightforward but rigorous process which is independently adjudicated, and the detailed post-competition performance scoring feedback is insightful benchmarking for your business.

Congratulations to UCR!

"Pluscrates is proud to support the Commercial Mover of the Year award. Once the 'rough and ready' end of the professional removals industry, commercial relocation has developed into a highly sophisticated field which requires a meticulous eye for detail and consistency in service delivery – qualities which are all self-evident in UCR. Winning CMotY is not simply an external recognition of quality which provides a valuable marketing banner; it is an opportunity to recognise the contributions of individual members of staff whose dedication and commitment were essential ingredients in winning the award. This puts the winning business in the very best place to do it all again. Congratulations to Sarah Cole and her team at UCR, and to the winners of DMotY and OMotY 2019: Alexanders and Bournes."

John Mitchell, Director, Pluscrates, sponsor of the Commercial Mover of the Year 2019 award



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