

Wish You Were Here?



Featured Member Hotshots Direct Limited



Tamar and Clive

One to One with Founder and Director, Clive Phillips

When was Hotshots Direct originally set up?

In February 2008 I started trading as an owner driver. As I'm sure you can appreciate the market was far more buoyant then, with almost a shortage of reliable owner drivers providing quality and consistency. Within months we had built an excellent reputation both locally and nationally and it became apparent that I needed help fulfilling my work load. Initially Tamar started assisting with operational functions even doing with the occasional long haul journey. However in April 2009 Tamar took the bold step of leaving her full time job and Hotshots Direct Limited evolved.

What were you doing before Hotshots?

Graduating with a degree in Business Management, the last five years of my career were spent as a General Manager in the health and fitness industry. This gave me a solid understanding of what good customer service is about and my previous employer sponsored me to run a large health club in Sydney, Australia. This is where I met my business partner and now fiancée Tamar (she was a member of the club).

How did you get started?

From day one we were intent on providing a high value product. After conducting initial research, Tamar and I were fascinated with how some owner drivers had more work than they could handle while others were scraping by. We realised the busy ones were busy for a reason - companies wanted to use them. I knew that if I wanted to be busy I had to provide the best possible service and ensure companies wanted to use me too.

How did you do this?

By sticking to basics, looking smart, being professional and interfacing with my customer's customers in a way that best represents them and myself. Doing what I could to surpass any preconceived service expectations. Gradually this high level of service fed back to my customer base and as companies started to use me more I became busier than ever.

In 5 words describe what Hotshots Direct Limited stands for.

Quality, Consistency, Credibility, Reliability, Integrity.

Do you ever drop your prices to win business?

No, even in these difficult times I believe there is a shortage of good couriers. We pride ourselves on being "reassuringly expensive" i.e. you get what you pay for! Courier companies want reliable drivers that can be trusted to take a product from A to B quickly and efficiently. Our customers know with 100% certainty this will happen with us. Most companies even in this economic downturn will pay for this service.

Where are you based and what geographical area do you focus on?

We are ideally located off the Meridian Business Park at the M1 / M69 interchange within 30 minutes of Leicester, Coventry, Northampton, Hinckley and Nottingham.

How has Courier Exchange helped you in building your business?

Without a doubt we can say that we wouldn't be in the position we are today if it hadn't been for Courier Exchange. Initially we used CX to assist in our research and networking with other owner drivers and companies. This laid a foundation for building a strong client base with local companies. As time went on and the company developed, most of our outbound work started to come from calls direct from local courier companies. Courier Exchange has now become a tool to complement our main revenue in the form of backloads and co-loads.

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