
Partnership Excellence Strategy

2024

Collaborating to drive innovation and achieve shared goals through strategic alignment and mutual trust.





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Axil's success is rooted in its leadership team, composed of industry veterans who share a vision of success in the waste management marketplace.

This vision is supported by a strong internal culture focused on integrity, teamwork, and environmental stewardship, with a 100% commitment to excellent customer service.

Axil's vision is clear: leading the way for sustainability by creating practical solutions today. Our innovative Total Waste Management services focus on minimising environmental impact for our clients and reducing costs, whilst creating value in all areas of their business.

What sets us apart is our passion and client-first approach. We listen to our clients' needs, understand their challenges, and work together to make the best environmental and commercial choices.

We support key UK industries, including manufacturing and Life Sciences. We help renowned brands achieve their carbon objectives, aligning with their ESG and CSR strategies.

Our mission is to make commercial waste management cost-effective and environmentally sound, driving change across the UK. Our "Total Waste Management" covers the entire lifecycle of commercial waste, finding creative ways to reuse and repurpose within a circular economy.

We are proactive partners, embedding ourselves in our clients' businesses to innovate and streamline operations. This proactive engagement ensures that we are not merely a service provider but a strategic partner, dedicated to driving efficiency and excellence in waste management.

With a commitment to first-class customer service, we ensure excellence by being available, adaptable, and collaborative, delivering the best outcomes for our clients.

Edward Pigg

Managing Director

"There is a shift in British businesses from viewing waste management as a behind-the-scenes function to recognising its crucial role in sustainability and environmental performance. Waste management now touches all parts of a business and involves every role. At Axil, we promise to prioritise our customers by adapting our communication and services to meet your goals. Axil's consultative approach examines waste within the full context of the client's operations.

We embed customer focus throughout all levels and departments. We invest in and upskill our people, increasing their awareness and understanding of customer excellence. Our marketing strategy is centred on building strong client relationships through key initiatives:

Customer Partnerships: We highlight client successes through joint PR, social media, and events.

Communication: We are launching a client-centric newsletter to share insights and updates.

Digital Enhancements: We are investing in VR and QR codes for better client onboarding and exploring new technologies.

Customer Retention: We aim to maintain our strong 97% retention rate, supported by the Communications & Partnership Manager role introduced in 2023.

Our mission is to be a trusted partner in waste prevention, guiding our customers to make informed, data-driven decisions to reduce their environmental impact. We aim to set new industry standards and minimise environmental impact.

Thank you for being part of our journey."

Faye Perkins
Director of Marketing Operations

Our Customer Approach

Building strong relationships through personalised service and a deep understanding of our clients' goals.

Achieving your waste objectives



Our Customer Pledge



Customer Priority:
Your needs first

Employees are dedicated to exceeding expectations, making your needs top priority.



Training:
Continuous Excellence

Ongoing training ensures exceptional service and guarantees continuous improvement.



Collaboration:
Partner for Success

From day one, we co-create transparent, tailored solutions for mutual success.



Technology:
Personalised Efficiency

Technology creates an efficient, personalised service that meets your satisfaction.



Dedicated Contract Manager

Constant improvement focusing on optimising service for your evolving needs.

At Axil, the customer is at the heart of all that we do. From the initial collaboration to ongoing support, we prioritise your needs. Our team is always available, flexible, and driven by a solutions-focused mindset. Each client's journey is distinct, and our approach is customised accordingly.

Our growth hinges on our ability to outperform competitors and deliver superior service.

- **Growth through Superior Service:** Our growth depends on outperforming competitors and delivering exceptional service. We focus on exceeding expectations by maintaining strong customer relationships and being agile, innovative, and available.
- **Client Satisfaction:** We prioritise client satisfaction by bringing together top talent to lead change and act as trusted partners. Regular contact and visits with dedicated Client Managers ensure we are always there for our clients, understanding their needs and responding promptly every step of the way, from mobilisation and beyond.

Tailored Solutions

- **Expertise and Innovation:** Offer unmatched expertise in waste legislation, reduction, and energy recovery with

innovative techniques for efficiency and sustainability.

- **Productivity:** Enhance productivity in critical sectors by simplifying and future-proofing waste management solutions.

Productive Partnership

- **Continuous Improvement:** Partner with clients to continuously improve waste management, drive value from supply chains, and achieve sustainability goals.
- **Collaborative Approach:** Use key performance indicators and service level agreements to ensure a truly collaborative approach to Total Waste Management.

Clear Purpose

- **Sustainable Solutions:** Provide sustainable, compliance-led, and commercially effective waste management solutions across the UK.

Collaborating & Educating

- **Waste Academy:** Support clients in achieving sustainability and efficiency goals through **CPD-certified training services**, including best practices, hazardous waste handling, legislation, and circular business models.

What we stand for

Our four core values help our employees to understand how they can **contribute to building a positive and customer focused culture** for everyone at Axil.

They resonate with both the Axil team and our clients, aligning to ensure we are all working together to **exceed client objectives**.

Our Purpose

Re-engineering waste to reduce environmental impact and cost.

Our Vision

Leading the way for sustainability by creating practical solutions today.

Our Mission

To be a **trusted partner** in **waste prevention**, guiding our customers to make **informed, data-driven** decisions. We aim to set new **industry standards** and **minimise environmental impact**.

Our Pillars

1

Ensure the **customer is the priority** for every member of the Axil team.

2

Work collaboratively and openly from the start to **develop trusted partnerships** with our clients.

3

Use technology, where appropriate, to **enhance the customer experience**, whilst remaining human!

4

Train and improve our people to understand and **prioritise customer excellence**.

OUR VALUES



Integrity

We are honest and transparent, building trust with those we work with.



Teamwork

We achieve more together than we do alone.



Partnership

We work collaboratively with our partners.



Environmental Stewardship

We reduce environmental impact.

Purpose, Mission & Values

Our customer promise is to drive out waste costs and demonstrate environment improvements.

Our mission & values



Customer Insight

Our marketing team has significantly enhanced brand awareness and client engagement through innovative strategies.

We focus on niche target sectors like Automotive, Aviation & Aerospace, Food & Drink, Manufacturing, and Pharma. Our approach is laser-focused, helping companies consolidate their waste suppliers into one reliable partner.



Demonstrating Commitment to Customers

Feedback Mechanisms: Regular pulse and NPS surveys gather valuable feedback, with insights shared across Axil to keep teams informed.

Customer Retention: Maintaining a robust customer retention rate of 97%, reflecting our commitment to exceptional service and lasting relationships.

Continuous Improvement: Regular insight meetings and collaborative data sharing help identify improvement opportunities and enhance services.

Clear Communication: We communicate through preferred channels, supporting clients in promoting their achievements.

Adapting to Changes: Staying informed about legislative changes, we support customers through transformations.

Embracing Kaizen principles: We continuously improve and adapt, driving market penetration and sustaining growth.

Customer Retention

Customer retention is an important metric in evaluating the health and sustainability of a business, and at Axil, we take immense pride in maintaining a robust customer retention rate of 97%.

This high retention rate is a testament to our commitment to delivering exceptional service, building lasting relationships, and consistently meeting the evolving needs of our clients.

Retaining customers is not just a measure of past success; it's a forward-looking indicator of our ability to provide value, build trust, and adapt to the ever-changing landscape.

By prioritising customer satisfaction and

engagement, we develop a loyal customer base that not only contributes to our revenue stability but also serves as a testament to our reputation for reliability and quality service in the waste management industry.

NPS score is effective for predicting retention but cannot work in isolation.

Continuous Improvement

Holding regular insight meetings helps us identify what's working well, where there are gaps, and ensures we stay on top of evolving environmental objectives.

Collaborating with customers, we provide data to support reporting and analytics, identifying opportunities to enhance our services.

Customer Maturity

Understanding that our clients are at varying stages of their waste management journey, Axil has developed a Customer Satisfaction Maturity Model. This model allows us to precisely align our services with your evolving needs, ensuring that we consistently exceed your expectations.

We assess all our contracts and projects against a customer maturity framework to identify areas of excellence and where we need to improve. This is all part of continuous improvement and starts with post mobilisation NPS and supported by regular pulse surveys, insight meetings and the work undertaken by our Communications and Partnership Manager.

This model allows us to precisely align our services with your evolving needs, ensuring that we consistently exceed your expectations, never becoming complacent and continuing to innovate.

Clear Communication

Getting the basics right and being accountable: An organisation can have multiple customer channels, an active social media feed and glossy customer case studies. But none of that matters if it takes two weeks to answer a customer's email or call.

We communicate clearly through channels preferred by our customers.

We will support clients on promoting their achievements in relevant industry publications and online platforms.

Adapting to Changes

We care about our customers, their needs, and recognise the dynamic landscape of waste management.

Our commitment is not just about providing a service but understanding and adapting to

meet the evolving needs of our clients.

We stay close to legislative and regulatory changes, being the first to inform and support our customers through any transformations.

Customer Journey Mapping

We regularly map the customer journey to understand and enhance the customer experience, identifying pain points and critical touchpoints to improve satisfaction and loyalty.

We focus on factors such as customer personas, motivations, and behaviours throughout their interaction with us.

Examining both the emotional and functional aspects of the journey, integrating feedback from multiple channels, and data to identify trends and gaps are essential. We want to provide a personalised, and engaging experience, driving growth and customer retention.

We highly recommend Axil to others due to their impeccable service, great data and excellent communication.

Our experience has been outstanding, and we look forward to maintaining our strong relationship with them."

Ashley O'sullivan
Green Hub Operations Manager, LUSH

Customer Data

Transparent data, carbon reporting and compliance management that simplifies the specifics of sustainability.

Explore customer portal

Our waste and sustainability portal goes beyond being a tool; it **transforms data into actionable insights**, offering user-friendly reporting and collaboration tools to **reduce costs and enhance environmental performance**.

Communication is key to our approach. We continuously seek client feedback and are already on the third sprint of development improvements, ensuring our tool evolves to enhance client experience and anticipate future needs through a **continuous feedback loop**.

We understand that modern waste management is about more than disposal—it's about meeting specific needs and goals. With regulatory requirements increasing, Axil is ready to offer expert guidance, **aiming not just to meet but exceed standards**. Our contract managers act as advocates for your success, collaborating closely to customise solutions that fit your unique requirements.

Our **commitment to thought leadership** has been evident across various topics, from addressing greenwashing to ensuring waste compliance amid ESG legislation and pondering the question of overconsumption and exploring the evolution of green chemistry.

Data Security

We are committed to ensuring information security with suitable physical, electronic, and managerial procedures, including **SSL certification and 3rd Party DNS protection**.

Measuring success

Feedback Loop: Using Net Promoter Score (**NPS**) and Customer Satisfaction Score (**CSAT**) surveys, along with **digital and face-to-face interactions**, we gather insights and analyse responses to identify trends and areas for improvement.

The new Communications and Partnerships Manager now personally calls clients to obtain survey answers, moving away from the impersonal cold email approach. This method ensures **two-way dialogue**, provides instant feedback to management, and allows for immediate action, ensuring we maintain the personal touch that is integral to our brand.

Our commitment to continuous improvement is evident through regular pulse surveys, ensuring satisfaction at key milestones. We **promptly address feedback, celebrate successes, and customise our approach** to maintain a customer-centric focus, recognising that each client's journey is unique.

These discussions are crucial for shaping the future of waste management and environmental sustainability:

- **Advanced Features:** In addition to basic functionalities, it allows waste and emissions data comparisons, carbon usage monitoring, and online document storage for compliance.
- **Continuous Improvement:** We prioritise client feedback to ensure an exceptional user experience, constantly enhancing our portal's capabilities.
- **Data-Driven Benefits:** The portal drives process audits, cost reduction, and enhances environmental efforts by providing valuable insights and identifying optimisation opportunities.
- **Integrity and Reliability:** Our commitment to integrity guarantees the reliability and security of waste management processes, offering clients peace of mind.
- **Added Value and Collaboration:** Through personalised support and close collaboration, we consistently deliver added value, helping clients achieve their environmental objectives, where creative

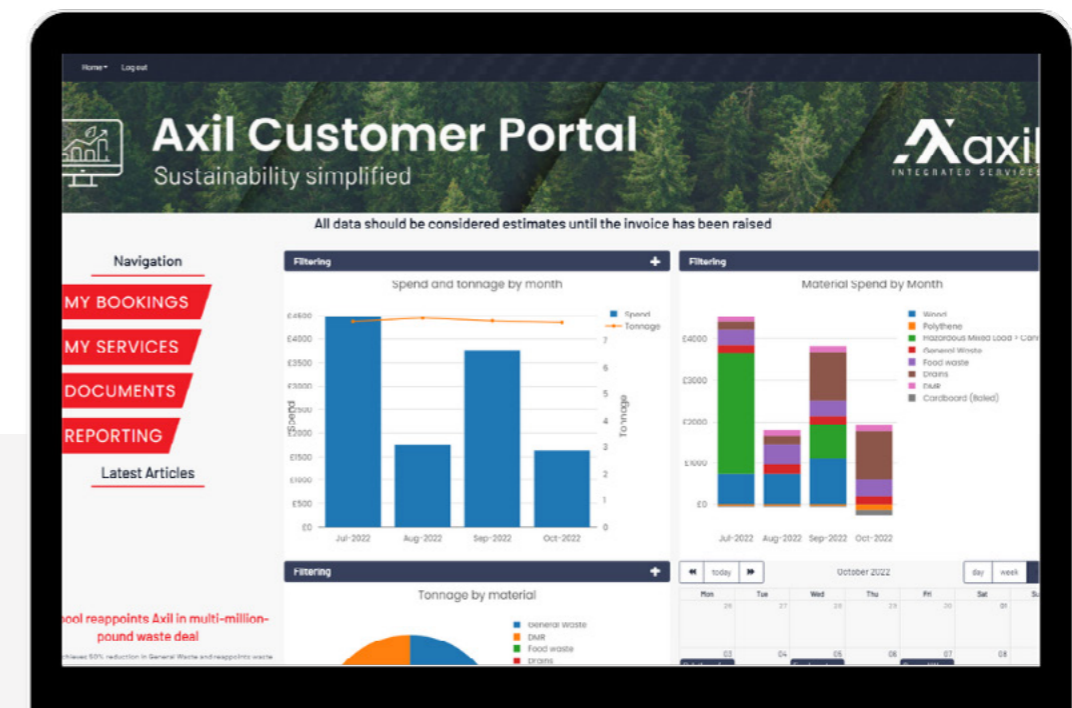
problem-solving is encouraged, and the focus is on identifying improved ways of working and mutual gain.

- **Confidence in Sustainability:** Clients can have full confidence in the safety, security, and sustainability of their operations, driving progress up the waste hierarchy.
- **Storage and Processing:** Using Enwis, we ensure controlled, sustainable operations from collection to recycling, guaranteeing data security and quick service response.

Our growth hinges on our ability to outperform competitors and deliver superior service. Customer focus and flexibility are our unique strengths, setting us apart in the market.

Customer feedback shapes our training programmes. This ensures that every member of the Axil team is equipped to deliver excellence. Clear measurement processes enable us to continually refine and optimise customer satisfaction.

Consistent customer-focused training is provided to all staff, and the Customer Portal has been upgraded for system simplification and report tracking based on customer feedback.



Net-Promoter Score

In 2022, our Net Promoter Score (NPS®) was +38, with respondents rating us seven or above.

In 2023, our NPS® soared to an excellent +76, with clients overwhelmingly recommending Axil. Our Contract Managers engaged directly with respondents to discuss their scores and potential improvements, highlighting our dedication to exceptional customer service. Clients appreciated our availability and swift issue resolution.

Since September 2023, our Communications and Partnerships Manager has been enhancing client interactions, gathering better information, and providing detailed insights into client needs. This role underscores Axil's strengths and identifies areas for improvement.

Value of NPS®

NPS®, globally recognised for simplicity, allows benchmarking against peers and self-assessment.

Provides both quantitative and qualitative insights, facilitating actionable measures.

Continuous Feedback Loop

Ensures data and insights drive meaningful actions, resulting in exceptional customer service. Contract Managers engage directly with respondents, demonstrating dedication to issue resolution.

Commitment to NPS®

Invaluable for B2B companies to gauge customer satisfaction and loyalty. Tracks customer sentiment, identifies trends, and drives sustainable growth through data-driven decisions.

NPS® Commitment

To ensure we maintain or improve the 2024 score: NPS® score will also change depending on how competitive your industry is. If competition is at an all-time high, companies need to be innovative and quick to improve customer service. Keep close to market & look at where companies are struggling and identify leads.



NPS® Measurement and Growth

Initiated NPS® measurement in 2021, scoring +18. Good!

NPS® rose to +38 in 2022. Favourable!

NPS® reached +76 in 2023, placing Axil in the 'Excellent' category, remarkable for any business, but truly exceptional in the waste industry.

What if something goes wrong?

- **Clear Process:** We have a simple complaints procedure and promise to fix issues quickly, responding to calls within three rings and emails within 48 hours.
- **Trained Staff:** Our staff, no matter their level, are available and trained to handle complaints effectively, empowered to resolve issues promptly.
- **Responsibility:** We take responsibility for fixing problems, saying sorry when needed and learning from them to do better.
- **Customer Focus:** We want happy customers and are always working to improve how we handle things based on what we learn from complaints.

Social Responsibility

We are dedicated to positively impacting the communities where we work and continuously improving sustainability and social value. Our goal is to make yearly improvements in our investments in people and innovation, positioning us as leaders in waste re-engineering and providing customers with cutting-edge solutions.

- We developed and communicated our **Sustainability and Social Value Charter**, demonstrating our strong commitment to positive environmental impacts.
- Our charter aligns with the **United Nations Sustainable Development Goals**, highlighting Axil's dedication to global sustainability efforts, bringing tangible benefits to customers.

- It emphasises responsible decision-making for a circular economy, creating positive impacts for all stakeholders, including customers.
- We practice transparent performance measurement, setting benchmarks for a sustainable future with measurable outcomes.
- Aligned with **ESA's Social Value Charter** principles, Axil's commitment supports the United Nations Sustainable Development Goals, addressing global challenges.

Our charter testifies to Axil's commitment to creating lasting positive impacts on the economy, society, and the environment, enhancing the customer experience through environmentally responsible solutions.

Our Impact Report Stats

Metric	2022	2023
Training Hours	1481	3518
Training Hours Per Person	8.27	18.32
Internal Promotions	22%	27%
Surplus Redistribution (Units of Product)	0	32,000
Reuse & Redistribution (Tonnes)	1608	7242
SME Suppliers	88%	85%
SME Supplier Spend	60%	58%
Employee Community Support Hours	439	1303
Employee Annual Survey Returns	74%	85%



Turning innovation into a practical reality

Mobilisation

At Axil, we understand that the start of our partnership is crucial for success. We prioritise an efficient mobilisation process that involves every aspect of our business to ensure a seamless handover.

What excites the team is the ability to turn innovation into practical reality for our clients. We focus on delivering high value, environmentally sustainable solutions at the lowest possible cost. We have a track record of implementing successful service transformations for manufacturing businesses.

- **Open to Change:** We encourage partners to embrace new ideas and take risks. The initial phase of a partnership, when implementing the contract, can be challenging as both parties adjust. While our high standards may pose initial difficulties, they ensure that our service eventually aligns perfectly with customer needs.
- **Understanding Client Needs:** We quickly arrive on-site after acquiring a contract to understand your specific requirements and effectively address your unique needs.
- **Go-Live Support:** During the crucial Go-Live Week, our on-site team includes experts from HSEQ, Regional Operations, Commercial, Contract Management, Equipment & Supply, Mobile Operational Support, a Chemist for hazardous waste, and the Operations Director. This team ensures smooth transitions and provides on-site training for your staff.

- **Dedicated Mobilisation Team:** Our implementation team springs into action upon contract acquisition, demonstrating our commitment to a successful partnership from the start.

UK-Wide Supply Chain Capabilities

Subcontractors are integral partners in our service delivery, selected through a rigorous process involving audits of financial performance, permits, accreditations, insurance, experience, and references.

- Approved suppliers are monitored against KPIs for service delivery, invoicing, and data accuracy, ensuring high standards and customer satisfaction.
- In 2023, 85% of suppliers were SMEs, supporting local economies by creating employment within communities.
- We assess contracts against a customer maturity framework, collaborating with our supply chain to understand client value drivers, embed a customer-focused ethos, and enhance satisfaction.
- New suppliers undergo a customer assessment during onboarding to ensure alignment with our standards.

GDPR

Our privacy policy sets out how Axil uses and protects any information our clients give.

[Our privacy policy](#)

Accreditations & Standards

ISO 9001 (Quality Management): Ensures high-quality service delivery and continuous improvement.

ISO 14001 (Environmental Management): Demonstrates our commitment to environmental responsibility.

ISO 45001 (Occupational Health and Safety): Focuses on maintaining a safe and healthy workplace.

EcoVadis Silver Standard (2023): Ranked in the top 9% globally and 19% above the average in waste management.

Processes and Monitoring

Audits and Monitoring: Regular BSI and internal audits ensure compliance and ongoing improvement.

Subcontractor Management: We rigorously evaluate and monitor subcontractors based on financial performance, permits, and experience, with approved suppliers assessed against KPIs.

[Explore certificates](#)

Memberships and certifications

ESA Membership: Boosts credibility and showcases our commitment to environmental sustainability.

Achilles Community Certificate: Validates our supply chain standards and ethical practices.

Road Haulage Association (RHA): Connects us with industry knowledge and regulatory updates.




Alcumus Safe Contractor: Demonstrates our high health and safety standards.




FORS: Highlights our excellence in fleet management and road safety.



Ambitions for 2025/26

Building on our successes so far, we have ambitious goals for the next two years. These goals will ensure we remain at the forefront of the Total Waste Management industry, delivering exceptional value and service to our clients.

Category	2023/24 Achievements	Ambition for 2025/26
 Strategic Partner	<ul style="list-style-type: none"> Delivering services to UK manufacturers New Communications & Partnership Manager role introduced. Educating workforces at ad hoc events Promotion through joint PR, social media, and events of best practice and legislation is good. 4.3 rating on Google reviews 5S Sort, Set in Order, Shine, Standardise, and Sustain initiative within Axil and on some client sites. 	<ul style="list-style-type: none"> Expand our services into new critical sectors and geographic regions within the UK and Europe. Build relationships to improve service and identify areas for education. Increase awareness of Axil and why we are there with multichannel promotion and engagement Introduce more ESG reports and further develop Client Newsletter. Increase Google Reviews and introduce Trustpilot to make more accessible to partners. Roll out 5S to top tier suppliers and on all sites.
 Our Team	<ul style="list-style-type: none"> Enhanced hazard awareness, enabled swift incident responses, and upheld a 'safety-first' approach. Recruiting the best skills to the team. 15.9% from ethnic minorities 50% of team has undertaken Leadership Development. Induction for news starters in place. 40% of team are Women Ad hoc mentoring. Internal promotions 27%. 	<ul style="list-style-type: none"> Maintain and enhance the 'safety-first' approach. Widening our reach by targeting STEM, ex-military and increasing apprenticeships. Maintain and increase our team diversity. Increase number of Leadership Development participants and introduce Senior Leader training. Induction refresh with blended channels to enhance user experience. Maintain or increase female workforce. Introduce mentoring programme. Increase internal promotions.
 Supply Chain	<ul style="list-style-type: none"> 85% of our supply chain comprised SMEs, supporting local communities and economies. Extensive supply chain means varied engagement and information sharing success. 	<ul style="list-style-type: none"> Maintain focus around significant business with SMEs in the supply chain and enhancing local employment opportunities within communities. Extensive supply chain facilitates access to whole of market solutioning and agile approach to innovating. Increase two-way communication & best practice sharing.

Category	2023/24 Achievements	Ambition for 2025/26
 Innovation and Technology	<ul style="list-style-type: none"> Enhanced brand awareness and client engagement through innovative marketing strategies. Continuously updated the Waste and Sustainability Portal based on client feedback. Traditional sales proposal. Client films and digital highlight what we are achieving with our customers. 	<ul style="list-style-type: none"> Further enhance using technology and AI, whilst maintaining our personalised service. Further develop the Waste and Sustainability Portal, based on customer feedback with more advanced features and user feedback integration. Digitising to more efficient desktop-based proposal. Use of VR/digital to bring client sites, processes and equipment to life and share best practice, better customer onboarding and exploring new technologies.
 Customer and Performance Excellence Culture	<ul style="list-style-type: none"> Baselined our carbon emissions and set a 2030 reduction target. Released our Sustainability & Social Value Charter & performance metrics. Launched our Waste & Resource Training Academy to support clients sustainability & ESG goals. Achieved Silver rating with Ecovadis Sustainability Standard. 	<ul style="list-style-type: none"> Achieve Gold Ecovadis Sustainability rating. Increase volunteering across Axil contributing to social value and health & wellbeing. Maintain focus on waste avoidance, prevention and reduction through innovative service delivery. Increase voluntary sustainability disclosures to foster complete transparency.
 Sustainability	<ul style="list-style-type: none"> Launched Axil's Waste Academy to support clients' sustainability and efficiency goals. Regularly reviewed and updated the Sustainability and Social Value Charter. Achieved Silver Standard Rating with EcoVadis. Employee community hours 1303 and volunteering scheme launched. 	<ul style="list-style-type: none"> Expand the Waste Academy with more comprehensive CPD-certified training services. Achieve higher standards in the Sustainability and Social Value Charter. Achieve Gold rating with EcoVadis and other relevant certifications. Increase volunteering across Axil, contributing to social value.

How to contact us



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"Since joining last September, it's been great to meet so many of our clients.

My role is to look after them, develop our partnerships, and shine a light on the strides we're making together, both sustainably and environmentally.

I'm excited to be part of the many great initiatives underway to improve our clients' environmental performance."