

Bringing our purpose to life continued

Delivering value, convenience and speed

Our customer insights work highlights the importance that customers place on value, convenience and speed, which is why we have invested in upgrading our technology platforms, to make the customer's journey faster and even more seamless.



Tailored customer communications

We use our Missions Motivation Engine (MME) to understand our customers' buying habits and what home improvement projects they are interested in. Our tailored communications let them know what products they may need and any current offers. TradePro customers receive regular emails such as the 'Week Ahead' message on Sunday evenings.

Shopping online

TradePro customers can place their order directly in the TradePro app or website, making it easy to access their 10% discount. The app shows individual product availability by store, which is particularly valued by our members. DIY customers can order online or in our app, from our full Wickes Extra range.

Colleagues pick, pack and dispatch

96% of all orders are fulfilled directly from our stores. Store colleagues view incoming orders on their upgraded Zebra handheld devices, then pick and pack the items. They ensure that Click & Collect orders are ready for customers to load into their van or car within 15 minutes.

Deliveries fulfilled from store

Our national delivery partners CitySprint, Gophr and Wincanton collect the orders from each store to deliver directly to customers' homes. The range of fulfilment options we offer caters to the growing proportion of customers who expect ever greater convenience and speed of delivery.

Wickes Rapid delivers within three hours

In 2025, we launched the Wickes Rapid service with our delivery partner Gophr. This innovative service offers three-hour delivery for up to 800kg within the local area for just £10, with live GPS tracking, proof of delivery and real-time notifications.

Customer satisfaction

The introduction of Wickes Rapid has extended our delivery fulfilment options, which supports customer satisfaction. 85% of customers rated their Click & Collect as 'excellent' or 'good' and 89% responded that their Home Delivery was 'excellent' or 'good'.

