

Spotlight Client

Just as we saw a natural fit for our longest-standing client, Lawrance Contemporary Home Furnishings, in the Client Spotlight of the first edition of The LINK; it makes sense to feature in this Second Edition the client partner for whom we now provide the highest number of annual deliveries within our network – Macy's. Our partnership with Macy's began in 2004 with a home delivery operation in Seattle, Washington.

As fortune would have it, HDL began working with Macy's at a very opportune time. Under the leadership of President/CEO Terry Lundgren, Macy's spent the years following 2004 aggressively pursuing its stated path of growth through acquisition, re-branding and re-organization. This path presented a number of opportunities for HDL to grow its partnership with this forward-thinking retailer that changed the retail home furnishings industry as it expanded its retail presence under the Macy's and Bloomingdales brands.

Truly a part of American history, Macy's Inc. is one of the nation's premier retailers. The company operates more than 800 Macy's department stores and furniture galleries in 45+ states and territories, as well as 40 Bloomingdale's stores in 12 states. Macy's, Inc.'s diverse workforce includes approximately 167,000 employees.

As those in the industry will know, HDL's direct relationship with Macy's is actually through service agreements with Macy's Logistics and Operations. Founded in 1994 and now headed by a company veteran Peter Longo, Macy's Logistics and Operations performs logistics and distribution functions for all Macy's and Bloomingdales retail divisions. Employing a business approach and philosophy nearly identical to HDL's, Macy's Logistics and Operations is aggressive in identifying and implementing new technology that improves logistics systems. This pursuit, and both company's top-level commitment to maintaining the highest performance standards in the industry, are two factors that have unquestionably fueled the growth of HDL's position within the Macy's Logistics and Operations home delivery provider network over the past 5+ years. Both companies strive for, and have proven capable of delivering, continuous improvement in people, processes, and technology that reduce logistics costs and improve speed and accuracy.

In 2008 and year-to-date 2009, HDL has been a leader in the customer satisfaction and delivery performance rankings of Macy's delivery carriers. In fact during this time, HDL has consistently been the top ranked large, multi-location delivery carrier in the Macy's delivery partner network. A variety of proprietary systems and practices have helped us to reach and maintain these levels of service, examples of how a forward-thinking client can foster advancements in a committed service partner's own business.



"HDL shares Macy's commitment to providing outstanding service to our customers. We truly appreciate the ongoing support of our service enhancement and cost reduction initiatives. When HDL delivery teams are in the customer's home they represent Macy's, and we know they take that responsibility seriously."

Virginia Quinn, VP Home Delivery & Customer Care,
Macy's Logistics & Operations

The HomeDeliveryLink Vision

To build a world class team of associates and independent contractors who take individual ownership of our responsibilities and results. By treating each client and customer as if we have only one, and each piece of merchandise as if it were our own, we will grow our reputation as "The Outstanding Delivery Team." We will match "can do" people with cutting edge technology to continually lead our industry in service performance metrics.