

CUSTOMER SPOTLIGHT

ALITA SALES

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Tasma Pottinger | General Manager

A partnership built over more than two decades

Some business relationships are built over time. Others become part of the way a business operates. Alita Sales has proudly partnered with Direct Freight Express since the company's inception, with members of the Alita team having worked with DFE for even longer through the businesses that came before Alita. For Tasma Pottinger, General Manager at Alita Sales, that relationship spans more than 20 years, and possibly closer to 30. In an industry where freight providers can change, Alita has continued to choose Direct Freight Express.

More than a freight provider

For Alita, the relationship with DFE goes beyond moving freight from one place to another. **"In an industry where competitors regularly approach us with alternative offers, we have remained loyal to Direct Freight Express for one simple reason: their people and their service."** Tasma says the personal care and partnership they receive from the DFE team is what continues to set the relationship apart.

"We are never treated like just another account. Their team genuinely understands our business, responds quickly when challenges arise, and consistently goes above and beyond to ensure our customers are looked after." That relationship is reflected across the Alita team, from warehouse operations and customer service through to account management and interactions with DFE drivers.

A partnership that supports growth

As the businesses have grown alongside one another, the relationship has continued to evolve. Tasma says: **"Over the years, Direct Freight Express has played an important role in supporting Alita's growth."**

Karin Lai, Stands & Merchandiser Coordinator at Alita Sales, says the relationship with DFE has been built on more than just freight. **"We've built a fantastic relationship with our account managers, who have consistently worked with us to find practical and cost-effective solutions, especially during busy periods."**

For Alita, having a freight partner that understands its business and remains accessible, particularly during busy periods, is an important part of the relationship.

Shared Values

There is also a natural connection between the two businesses. As a fellow family-run business, Alita values the strong relationships, open communication and customer focus that underpin its partnership with DFE.

Karin says: **"As a fellow family-run business, we appreciate their strong values, open communication, and commitment to their customers."** For DFE, this is what a customer partnership is about: building relationships that extend beyond individual consignments and working alongside customers to support their business over the long term.

The people behind the partnership
Warehouse & Operations

For Michael Goode, Warehouse Manager at Alita Sales, the partnership is built on reliability, communication, a genuine commitment to getting the job done and a willingness to go the extra mile. **"They're reliable, easy to communicate with and always willing to go the extra mile to support our business and customers."** He also highlights the DFE drivers, describing them as consistently friendly, professional and helpful.

Kelly Honey, Warehouse 2IC Supervisor, also highlights the way the DFE team responds when challenges arise. **"What we value most is their excellent communication and willingness to go the extra mile. Whenever an issue arises, the Direct Freight Express team is proactive in finding a solution and keeping us informed throughout the process"**

The people behind the partnership
Customer Service

For Alita's Customer Service team, responsiveness and communication are equally important. Sophie Waller from Customer Service highlights the positive experience of working with the DFE team, particularly their responsiveness, helpful approach and commitment to supporting Alita's team. **"Direct Freight Express have always been exceptional with us on the CS team, they always reply so quickly to any queries... they always go the extra mile (literally)!"**

Carley Smith from Customer Service also highlights the importance of clear and consistent communication, particularly keeping Alita informed throughout the process. "**Their communication is excellent, keeping us informed throughout the entire process and providing updates whenever needed."**

Across these interactions, the same themes continue to come through: communication, responsiveness, practical problem solving and a willingness to help.

A relationship built to last

After more than two decades of working together, Alita Sales and Direct Freight Express have built a relationship based on trust, communication and people.

As Tasma puts it: **"They have become an extension of our business rather than simply a freight provider."**

And after many years of working together, that partnership continues.

"We value the partnership enormously and look forward to many more years working together."

"What sets Direct Freight Express apart is the strong relationship they build with their clients. Their service is dependable, professional and personal, and our entire team genuinely enjoys working with them."

Tasma Pottinger | General Manager

"What stands out most is that they genuinely care. When Direct Freight Express says they care about your freight, they mean it."

Karin Lai | Stands & Merchandiser Coordinator