



KiddiesKingdom

Kiddies Kingdom Ltd,
Savile Mills, Mill Street East,
Dewsbury, WF12 9BD

OFFICIAL UPDATE

30th June 2020

Ref: Covid 19

To our valued customers,

First, we'd like to take this opportunity to apologise profusely to those of you who have experienced long delays, a lack of communication and difficulty surrounding orders placed over the last few months. We understand entirely how frustrating and concerning this has been and we are all too aware of the unnecessary stress this will have caused, throughout what is already such a difficult time, for many parents and parents-to-be.

Having listened to our customers' feedback over the last few weeks, we are keen to provide you with an explanation and we want to provide some further clarity and reassurances to our customers at this time.

Over the past two months, we have experienced unprecedented demand, one of which we as a business have never seen before, both in terms of orders placed and customer queries. Our supply chain has been placed under severe strain, something which we hadn't prepared for, and because of this, we've struggled to keep up with the fulfilment of orders.

As a business, this has been a real learning curve, we've completely reassessed the procedures we have in place and have re-structured and re-enforced our team to support this. We have invested in stronger automated systems to increase the frequency and efficiency of communications regarding order tracking and delivery updates and we have launched our **Contact Centre** which will communicate a more up to date response time. Whilst we understand that this doesn't resolve the outstanding issues, we want to assure you that the new processes we have in place will ensure that each and every customer query will be responded to and dealt with in a much more timely manner and that all orders and refund requests will be fulfilled.

We are working hard to support our customer service team in helping our customers; having put new processes in place, we are currently working to a 3 working day response time. For any outstanding queries, please be assured that if you have previously emailed our customer service team, we have received your query, we are working to get back to you and you will receive full correspondence as soon as possible. We ask that in order to support this, please if you have emailed customer service do not email or contact again, as we are working through all queries in chronological order and this will automatically push your query to a later date, resulting in a further delay. For those customers waiting on a refund, please be assured that your refund is safe, your patience is greatly appreciated whilst we process a record number of cancellations caused by strain to our supply chain, but they are on their way.

As parents ourselves, we understand all too well how frustrating a lack of communication is, particularly for such a time sensitive and important product, and we are truly devastated to have caused any difficulty to any parent throughout this period. We are wholeheartedly committed to resolving every issue as quickly as possible. Our customers truly are the heart of our business, we pride ourselves on our family-friendly nature and our supportive community, something we are working to get back on track.

For any new queries, please visit our help centre for customer support: <https://www.kiddies-kingdom.com/contactcentre>

Thank you for your continued support and understanding.

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