

GROW YOUR HOME NEWS DELIVERY SERVICE WITH HOMELINK

What is Homelink?

Homelink is a free canvassing service available to all retailers who want to develop and grow Home News Delivery (HND). It was created in 2005 by the National Federation of Retail Newsagents to grow HND throughout the United Kingdom and is open to both members and non members alike. Homelink continues to evolve to incorporate the suggested changes requested by customers and retailers.

How does Homelink work?

1. The service is provided by the telephone canvassing company, DVS and is fully funded by national newspaper publishers.
2. DVS makes contact with all news retailers each year to determine whether they provide a HND service.
3. The retailer informs DVS of their HND area which is mapped electronically down to street level. Any bad debt households can be deleted from the prospective calls and the retailer can limit the number of new orders they would like to accept, which is typically around 10 per canvass.
4. Consumers are contacted by telephone and offered any national newspaper for 4 weeks at half price (unless they already state they receive it) plus the opportunity to receive a small range of magazines and any of their regional newspaper titles which might be also included.
5. The consumer chooses the Homelink mapped retailer that they want to deliver their paper and a delivery charge (or approximate delivery charge if it is not known) is given on the phone.
6. DVS then let the relevant newspaper publisher know how many orders have been placed. The wholesaler is then informed to allocate additional supplies
7. The retailers receive the new customer details on the Wednesday for orders starting on Sunday or Monday.
8. You can earn over £750 gross profit per year for every 10 new HND orders. To find out more details on how much profit HND can make for you visit nfrnonline.com/item/24

What do I have to do?

1. Please deliver the new HND orders provided by Homelink (excluding any bad debt orders if you realise this after the canvass)
2. Please offer customers a good quality HND service and endeavour to adhere to the NFRN Best Practice on home delivery, a copy of which is available from DVS and the NFRN on the number below or on their website nfrnonline.com/item/24
3. Please keep records of customers from Homelink and when asked, confirm if they are still receiving HND or the reasons for any cancellations.

Has Homelink changed?

Following feedback from retailers and publishers, changes have been made to help improve the customers experience and retention. Canvassers now gain more 7 day orders, there are less up sells (no longer encouraging newspaper readers to buy a different paper) and the delivery charge is advised to customers on the phone. All telephone calls made by the canvassing team are now recorded and any complaints arising from you will be followed up accordingly by DVS.

What about bad debt?

Homelink will cover up to 2 weeks bad debt from customers (excluding delivery charges) as long as the retailer has made reasonable endeavours to retrieve this money from the customer.

Who do I contact?

For more information or to sign up now for the next canvass in your area please call DVS on 0870 160 8552