OUT OF THE SHADOWS: THE 'SECRET' COURIER BRAND LAUNCHING A B2B LOGISTICS REVOLUTION

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GREATER MANCHESTER, UK. If your business has shipped commercial goods across the UK in the last ten years, there is a high probability that your delivery was quietly handled by an independent operator like Avango Couriers. You just didn't know it.

For years, Avango - alongside a network of other 'secret' independent courier services - has been trusted implicitly by the UK's largest logistics brands to fulfil high-priority B2B contracts behind the scenes. Now, following twelve months of development on their own software and six months of successful live testing, the Greater Manchester-based transport specialist is stepping out of the shadows.

The Avango Couriers Delivery Management System (DMS) is a sophisticated SaaS platform designed to cut out corporate middle-men and connect commercial clients directly with the independent operators who actually do the work.

The Sub-Contracting Mirage

Under the traditional logistics model, major courier brands secure corporate contracts, only to quietly auction those jobs off via private digital "load boards" to smaller, independent operators.

"The public sees a famous logo, but behind the scenes, the job is frequently sold to the lowest bidder in a reverse-auction system," says Stuart Drinkwater, Founder and Managing Director of Avango Couriers. "The major players pocket a massive, hidden margin simply for acting as an intermediary. We know this because Avango has been the company on the receiving end of many sub-contract bookings for years. The Avango DMS changes that dynamic completely, passing control and substantial savings back to the businesses moving the goods."

Customers Gain Full Control, Improving Service Standards and Security

Avango's new platform solves sub-contracting anonymity by giving the customer total visibility over the identity of the driver collecting and delivering their goods, backed by a strict Digital ID Security Protocol.

As part of this new level of control, customers are able to shortlist the specific independent drivers they like working with, as well as block the ones they do not.

When a delivery is claimed by a vetted driver, the client receives a secure digital credential displaying the driver's verified name, headshot, and photos of the specific vehicle and registration number. Clients are actively instructed to withhold freight if the arriving asset or driver does not match the system profile.

Empowering the Independent Fleet via 'Couriers TV'

Avango's disruptive tech is backed by its sister platform, Couriers TV, a popular information service dedicated to championing the independent driving community.

Rather than just sourcing drivers, Avango uses Couriers TV to actively mentor rookie couriers, helping them learn the ropes of delivery work and scale their businesses. The platform serves as a vital hub, connecting independent operators with the essential industry products, specialized insurance, and business services they need to run a successful, compliant courier operation.

"We don't just want to offer drivers work; we want to help them succeed long-term," Drinkwater commented.

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