

Okarno appoints new Customer Experience & Solutions Manager

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[Okarno](#), formerly known as Artex, a leading distributor of some of the UK's best known construction brands, welcomes Samantha Rankin, who has been appointed as Customer Experience & Solutions Manager.

Samantha joins Okarno's new Value Chain Team, who are dedicated to enhancing the Okarno customer experience.

With 20 years' experience in customer and membership relations, Samantha will be responsible for ensuring a positive and seamless experience throughout the Okarno customer journey, from initial contact to aftersales support.

She will focus on understanding customer needs, feedback and preferences to enhance overall satisfaction and loyalty. Day to day activities will focus on the customer journey in order to optimise and exceed expectations, ultimately driving customer satisfaction and loyalty.

Samantha's previous experience includes nine years as Head of Membership and Customer Services at British Canoeing. Here she was responsible for developing the membership offering and achieving growth through improved benefits, customer services and personalisation. Prior to that, she spent four years as Membership Development Manager for Triathlon England and nine years in membership services for the Law Society.

Effi Svende-Ball, Value Chain Director at Okarno, said: "We are delighted to welcome Samantha to our business. Her extensive experience in customer relationship management really stood out, as did her enthusiasm and ideas for enhancing the experience for customers. We are excited about the contribution

she will make to our ongoing success.”

Samantha Rankin, Customer Experience & Solutions Manager, said: “I am passionate about providing excellent customer service and working with colleagues to make improvements that benefit customers, as well as the organisation. This is an exciting challenge for me to take up the Customer Experience & Solutions Manager role at Okarno and I look forward to working with the team to further enhance the customer journey.”

In January 2024, Artex rebranded to Okarno, with a strapline ‘There are no others like us’.

The Okarno brand creates a common sense of purpose, energy, and enthusiasm, whilst capturing the company’s unique approach to supply chain logistics.

Okarno provides a unique service by combining market-leading trade brands and delivering them directly through three service offerings. Customers can choose from single pallets, mixed pallet loads, through to small parcels.

Okarno delivers to customers of all shapes and sizes and tailors its offering to match the needs of independent merchants, national retailers and online stockists.

As part of the Saint-Gobain group, Okarno is committed to becoming a net-zero carbon business by 2050 and has already made significant steps towards this goal. This also aligns with Saint Gobain’s purpose – Making the world a better home and supporting the vision of being the worldwide leader in light and sustainable construction.

To find out more about Okarno and how its sustainable supply chain partnerships can benefit your business, visit: www.okarno.com