



Well worth it

By Julie Harrison

Ali Asaria (right), founder of Well.ca, includes a hand-written thank-you note in these packages to customers while Canada Post account representative Debra McKenzie looks on.

In less than two years, Well.ca has gone from being a start-up company to becoming Canada's largest online health and beauty store, with annual sales of \$5 million and 30,000 customers. Well.ca's success is due in large part to the reliable, comprehensive door-to-door delivery service with unbeatable coverage across the country and the absolute best in customer service that Canada Post delivers, says founder Ali Asaria.

"Well.ca's customer promise is to provide the kindest, most friendly shopping experience. I know that my team follows through on this promise, but we fail if the actual delivery of the product doesn't meet the customer's expectations," explains Asaria, the company's 28-year-old CEO.

"I know for a fact that our competitors are knocking on his door," adds Debra McKenzie, commercial logistic representative, Canada Post. "But Well.ca wants a supplier that can deliver to every address across Canada."

Asaria further explains that "when you're a small start-up, it's hard to get people to believe in your business. Canada Post representatives drove out from Toronto to Guelph, Ont. to see me personally, and to find out how they could provide Well.ca with the best service. Right from the start, Canada Post believed in Well.ca and this meant a lot to us."

That belief has paid off. "Our sales are doubling every four months," says Asaria. "We've grown from two to 19 people, and I've had to move offices four times in eight months."

For Canada Post, this means that demand for Expedited and Xpresspost parcel services is also on the rise. "We see the growth and we're working closely with Well.ca to best meet the team's needs," says McKenzie. "I've met everybody in the Well.ca shipping department and we're always looking out for ways to cut costs and improve efficiencies."

Asaria sums it up: "We use Canada Post because its people make it worth it for us. We treat our customers as people, not numbers, and so does Canada Post." ●



Looking to cut out an errand in an already busy day? Then Well.ca might be for you too! It's an online drugstore store that offers more than 15,000 health and beauty products with free delivery service to anywhere in Canada.