

## New booking system forms key part of Tom White website upgrade



**Coventry, Warwickshire Jul 28, 2023 ([IssueWire.com](https://www.issuewire.com))** - Coventry-based waste management specialist, Tom White, has launched a new easy-to-understand visual booking system for both skip hire and Click and Clear, as part of a wider company website upgrade.

The new online booking system is designed to make life simple for local customers. Click and Clear is already a popular service with customers and offers a complete waste management solution. Waste is collected by Tom White and taken away to be managed. The new online booking system, which also includes skip hire, operates for customers within the Coventry and Warwick area and just requires a postcode to get started.

The overall Tom White company website upgrade aims to offer a more user-friendly experience, with a two clicks or less navigation pathway for both commercial and household services. It also offers a useful news and downloads area where visitors can find useful guides and key information.

Julian Tranter, managing director at Tom White, commented on the website upgrade: “We are really passionate about being a people first business, so it was vital that our recent website upgrade reflected that. We wanted to ensure that it delivered a smooth booking experience that enables customers to access what they needed quickly and effectively, while also showcasing the diverse range of sectors we support.

“Moreover, it was crucial that we were able to share our focus on sustainability and have a platform that will enable us to educate visitors on the overall journey of waste. At Tom White, we’re always encouraging consumers to think about sustainability differently, and the new website will enable us to continue driving this forward.”

Driven by three core values – people first, protect the planet and profit for purpose – Tom White provide innovative waste solutions for homes and businesses. Covering Warwickshire and the West Midlands, key services include commercial collection, technical services, skip hire, hazardous waste management and confidential shredding.

For more information or to book a collection, visit the Tom White [website](#).

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About Julian Tranter

Julian Tranter is a corporate change-maker and a pioneer of better ways to do business. He believes strongly in a ‘people first’ approach to success and has already proven this by transforming Tom White. This has led to direct impact on the bottom line and the development of a company which is now ideally prepared for the challenges of tomorrow.



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