



Based in Penrith, Dilecta cosmetics make a range of natural skin care and home fragrance products.

Dilecta®

Established in 2012, Dilecta was founded with a vision of creating something meaningful and impactful whilst prioritising customer satisfaction and innovation. With both dedication and commitment Dilecta has become a thriving business and a reputable name in the self-care industry.

We caught up with Kerry who co-manages this business to find out how access to online services is so important to what they do.

Kerry said “We believe in fostering a culture of continuous improvement, where we constantly strive to refine our processes, expand our knowledge, and adapt to the ever-changing market dynamics. Our goal is to remain at the forefront of innovation, consistently offering value for money and bring happiness through scent into our customers’ homes. Online connectivity is key to supporting us in achieving this.”

“We recognise the importance of having a strong online presence; I would say that this, accompanied by word of mouth and our attendance at events across Cumbria has been one of the key drivers to our success. We work our business alongside our day to day jobs, I am a nurse and love that I can give my all to both this and Dilecta. Being online means you are open for business around the clock, and believe me, having worked shifts in hospitals, I know how important this is. Not all of us can do our shopping in ‘normal business hours’ and our social media pages and website give potential customers the opportunity to browse and purchase at a time which is convenient to them and likewise, I am able to respond at a time when I am able to on a variety of devices both at home and on the move”.

“We keep our social media pages fresh with regular posts and encourage feedback from customers on here; lets face it, this feedback is as good as it gets in terms of real reviews on our products. We are proud of our products and love to hear what our customers think of them”.

“Via our website, customers can browse our products, find out a bit more about them and purchase at their leisure. We feel our place on the world wide web allows people to discover more about our company, our values, and the exceptional products and services that we offer. This enables us to compete with other companies and brands and gives us a great opportunity to make sure we stand out in our field”.

Kerry added: “Behind the scenes our internet supports a host of business related tasks including market research, online banking, the management of orders and online business paperwork. Being online means you can carry out so many tasks efficiently, saving you time and efforts of doing the same jobs using offline methods. I don’t think we fully realise what we can do online and how much we rely on being online until we stop and think about it. It’s a service I definitely would not want to be without”.

“We attend a lot of local events with our products, whether that be markets, agricultural shows, organised events or supporting charitable causes. These are a great way of meeting and interacting with our customers face to face. At these events we use a mobile payment device for Chip and PIN, contactless and mobile card payments. I think in this day and age there is a shift away from cash to this method of payment and this is something which we have had to cater for. The success of the device however is dependent on 4G availability when you are out and about which really highlights the need for this to be improved across the county as we have stumbled across many a black spot on our travels”.

Kerry welcomes the work being carried out by Mobile Network Operators and Government to transform mobile coverage countywide through the Shared Rural Network mobile programme.

Kerry went on “I have noticed there is more and more work being carried out on the road network across our county at the moment by telecom providers. Whereas this can sometimes be an inconvenience, we have to remember the benefits it brings in the long run in terms of improving connectivity”.

Kerry would encourage others to look into the connectivity options in their area “getting online can open so many doors for businesses like ours and creates many opportunities in terms of publicity, communication and efficient working practices”.

If you want to find out more about Dilecta, visit their [Facebook](#), [Instagram](#) or [website](#)

