**Unitas Wholesale to launch Digital Excellence Academy**

Unitas Wholesale, the UK’s largest wholesale services company, has today announced that it is launching its own Digital Excellence Academy in partnership with Lumina Intelligence, the leaders in understanding operator behaviour across the digital landscape.

This latest initiative has been developed to offer advice and support to Unitas Wholesale’s 165 wholesale members, covering a wide selection of digitally related topics important for wholesale businesses.

As part of the Digital Excellence Academy, Unitas Wholesale members will have the option to undertake digital health checks carried out by Lumina Intelligence that score and benchmark their online capabilities and identify opportunities to develop and grow sales across this increasingly important trading platform.

To kick off this brand-new programme of activity Unitas Wholesale, with the support of Lumina Intelligence, will be hosting a Digital Excellence Academy virtual event. Taking place on 2nd February 2021, this member exclusive event will focus on best practice for B2B wholesale transactional platforms, including websites and apps.

Consisting of two sessions dedicated to wholesalers servicing retail customers and out of home outlets, the event will highlight the results of previous online health check audits carried out for a sample of Unitas Wholesale members and its competitors. Following which, members will be able to book their own online audit, as well as access a host of tools including a self-help checklist designed to improve their online transactional offer.

Darren Goldney, Unitas Wholesale Managing Director said, ‘the events of recent months have highlighted the importance of the need for efficient and effective online capability more than ever, and as the digital agenda is a key strand of our forward strategy we are committed to supporting this type of initiative with our wholesale members.’

Speaking of the exciting partnership, Lumina Intelligence Managing Director, Jill Livesey added, ‘we are thrilled to have partnered with Unitas Wholesale for the Digital Excellence Academy. Using our expertise and experience in operator behaviour across the wholesale online channel, we are excited to be supporting Unitas members with market leading insights to support their future digital strategy.’