

5 customer pain points of kitchen planning

How to deliver exceptional customer experiences through 3D planning solutions

The average homeowner will spend around 12% of their lives in the kitchen, which they will update just once every 13 years*. Doing so should be a fun and fulfilling experience, but there are some aspects that consumers find a challenge.



Overcoming the most prevalent pain points with the HomeByMe for Kitchen Retailers 3D planning solution

SHIELDED BUDGETS

Kitchens are now by far the most expensive room in the home**. Customers want privacy, but retailers need a budget, resulting in a disconnected conversation.



Live catalog and pricing updates within the solution provide transparent quotes, giving consumers the power to test different product ranges and find the one that best suits their budget.

1

ARE WE COMPATIBLE?

Customers want to know at a glance if a retailer sells products they like or are looking to purchase.



The solution places the retailer's entire product catalog at the consumer's fingertips, with auto-generated designs based on customer parameters.

2

THE HARD SELL

Aggressive or pressurized sales techniques are off-putting for customers.

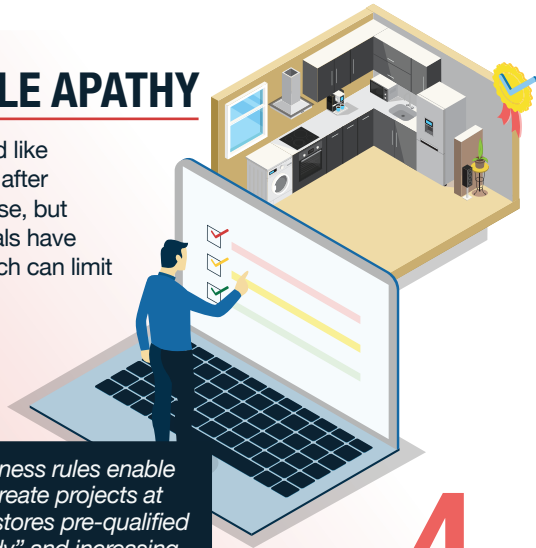


Projects can be planned independently and in full at home, and then worked on collaboratively in-store for advice and validation.

3

AFTERSALE APATHY

Customers would like ongoing support after making a purchase, but sales professionals have targets to hit which can limit aftercare.



Integrated business rules enable customers to create projects at home, visiting stores pre-qualified and "sales ready" and increasing the volumes of customers served per day to boost sales.

4

WORKING 9-5

Customers have busy lives and want to be able to share kitchen design ideas with partners, friends and family while on the go.



Available to customers online 24x7, the solution enables an omnichannel experience across devices and locations for ultimate convenience.

5

* <https://www.kbbdaily.com/blog/134/survey-shows-what-makes-consumers-tick-when-buying-a-new-kitchen>

**<https://www.independent.co.uk/property/interiors/made-to-measure-when-buying-a-new-kitchen-avoid-design-fads-and-remember-to-plan-2131752.html>