

2020 Design: The Secret to Keeping Customers Happy

Steve Dubanevich, owner of Accent Kitchens, knows that to grow a successful business, you need to keep your customers happy. His company's success is due in a large part, to keeping customers happy by helping to guide them through the design process and showing them exactly how beautiful their kitchens will be. His company uses 2020 Design to ensure customer satisfaction, generate accurate quotes and shorten sales cycles.

"In the kitchen and bath industry, 2020 [Design] is the universal language. I encourage anybody to invest in good software, because you just can't do without it."



*Steve Dubanevich
Owner, Accent Kitchens*

Accent Kitchens of Virginia Beach has been in business for 30 years and has 3 locations. Their customers include homeowners who want to remodel, builders who need cabinets for new construction and professional remodelers. Steve was the first at Accent Kitchens to learn 2020 Design software and then he taught the other employees. "The 2020 Design system was set up to follow the way a kitchen or bath designer would think. It is really easy to learn. If you hire someone new with a sales background you can have a designer ease them into the design process so they can go out and sell."

One of the greatest challenges facing the kitchen and bath industry is the length of the sales cycle and how to condense it. Customers are faced with an array of options and decisions that need to be made, often leaving them

uncertain and unwilling to make quick decisions. "Before 2020, drawings were done by hand and we hardly ever did perspectives. Customers were somewhat confused, because they don't know the process. They wanted to know how much it would cost and would it fit? There would be a lot of back and forth, and days would go by."

2020 Design was created specifically for kitchen and bath industry professionals and produces photo-realistic renderings of kitchens so buyers are able to see their designer's vision. "Customers would want to go home and think about it. We would call them back and try to get to the bottom of what the issues were. Very often, they weren't even sure of the issues. They just didn't understand how beautiful the kitchen was going to look. When 2020 came along, it settled all the issues," Steve explained.

Knowing exactly what a new kitchen or bath would cost was also a concern for customers. Many fear that choosing another finish or changing options could cause them to go over budget. "2020 program makes it very easy to get a price instantly. If the customer wants to change the door style, then I can go back into the system, click and give them another price just as quickly. 2020 smooths out the whole sales process by making information readily available and easy to get – there is no need to wait days."

With a wide range of available catalogs, designers can choose from thousands of manufacturer's items. "As a business owner, it is very important to me that manufacturers are part of the catalog development process. They have a vested interest in how their product is ordered, how it is priced and making sure it all comes out accurately. With an accurate design program like 2020 - one that shows you all the details - you can keep customers' expectations in line and show them how it will look in the end, so when the job is done, everyone is happy."

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