

B&Q

UK home improvement retailer deploys 2020 Ideal Spaces solution in 360 stores to expedite interior design projects

SOLUTION: CLOUD-BASED INTERIOR DESIGN PORTAL
TECHNOLOGY: MICROSOFT VISUAL STUDIO, .NET FRAMEWORK, SQL SERVER AND WINDOWS SERVER
PARTNER: 2020

When UK home improvement and garden retailer B&Q decided to embark on a journey to revolutionise the way it worked with customers on interior design projects, it wanted to simultaneously increase the level of customer involvement and significantly enhance the efficiency of each design project, from inception to installation.

B&Q's idea was ambitious, but the company knew it could potentially be achieved by rethinking the way it interacted with customers and by implementing cutting-edge, web-based design technology that enabled designs to be completed faster and with more customer involvement. B&Q decided to work with its long-time partner 2020, which was then in the early stages of developing a next generation web-based collaborative space planning solution.

2020 has a well-established track record as a leading developer of applications and technology for space planning and professional interior design applications.

The company, which has been a Microsoft Certified Partner since 2004, uses many Microsoft products to develop and deploy its web-based solutions. These include Microsoft Visual Studio, .NET Framework, SQL Server and Windows Server.

B&Q rolled out B&Q Spaces to more than 360 stores during the first implementation phase in 2014. The full online deployment on the B&Q website is planned for 2015. The company has already achieved an increase in revenue in stores with the solution, as well as significant improvement in the time it takes for customers to get the designs they want.

"We've been pleased with the launch so far, and are excited about going live on our website," says Mike Durbridge, omni-channel director at B&Q. "An added benefit we've found is that customers have more fun and feel more involved in the design project, which often leads to a higher transaction value."

The B&Q Spaces project is built on the 2020 Ideal Spaces solution platform, which connects consumers to retailers via an online tool that enables them to plan and purchase their next interior design project. 2020 Ideal Spaces makes it easy and enjoyable for customers of retailers like B&Q to imagine and create their design projects, from start to finish, wherever they are.

