



**B&Q**

## **B&Q Reinvents How Consumers Engage in Home Design Projects**

**2020**



## B&Q Reinvents How Consumers ...

As omni channel selling has become mainstream, UK DIY and home improvement retailer B&Q wanted to transform the way it worked with customers on interior design projects. With reports estimating that some 71% of customers do research online before entering the store, B&Q investigated online design solutions that could facilitate a completely new way of working with customers and streamline business processes, improving efficiency and profitability.



B&Q wanted to revolutionise the way it worked with customers on their interior design projects, and it turned to long-time partner, 2020. At the time 2020 was developing a next generation, cloud-based collaborative space planning solution, 2020 Ideal Spaces, which connects the consumer with the retailer enabling them to plan their interior design project collaboratively.

## ... Engage in Home Design Projects!

Alan Barnes, B&Q's Development and Change Manager, says the reason 2020 was chosen as the supplier of choice was because the fit was right. "We wanted to make use of the emerging cloud-based technology. Although 2020 was our incumbent software supplier, we went through an evaluation process with a number of different suppliers and products. None of them really fitted where we wanted to be, whereas 2020 had the most credible proposition—which was 2020 Ideal Spaces."





### **Stepping Stones to Success**

B&Q worked closely with 2020 to develop B&Q Spaces, which initially offered B&Q staff the ability to quickly create a room design with its drag-and-drop feature using products from the B&Q catalogue. As the design is created, a running total of the overall cost is displayed so the customer knows the estimate and can keep within their budget. The staff were impressed with the tool and found it improved their efficiency in supporting customers.

In 2014, B&Q began its first phase of implementation of B&Q Spaces to 360 stores which proved successful and also helped the store achieve a revenue boost as well as an improvement in the length of time it took for a customer to get their final design. Now customers can benefit from the full online deployment of B&Q Spaces.

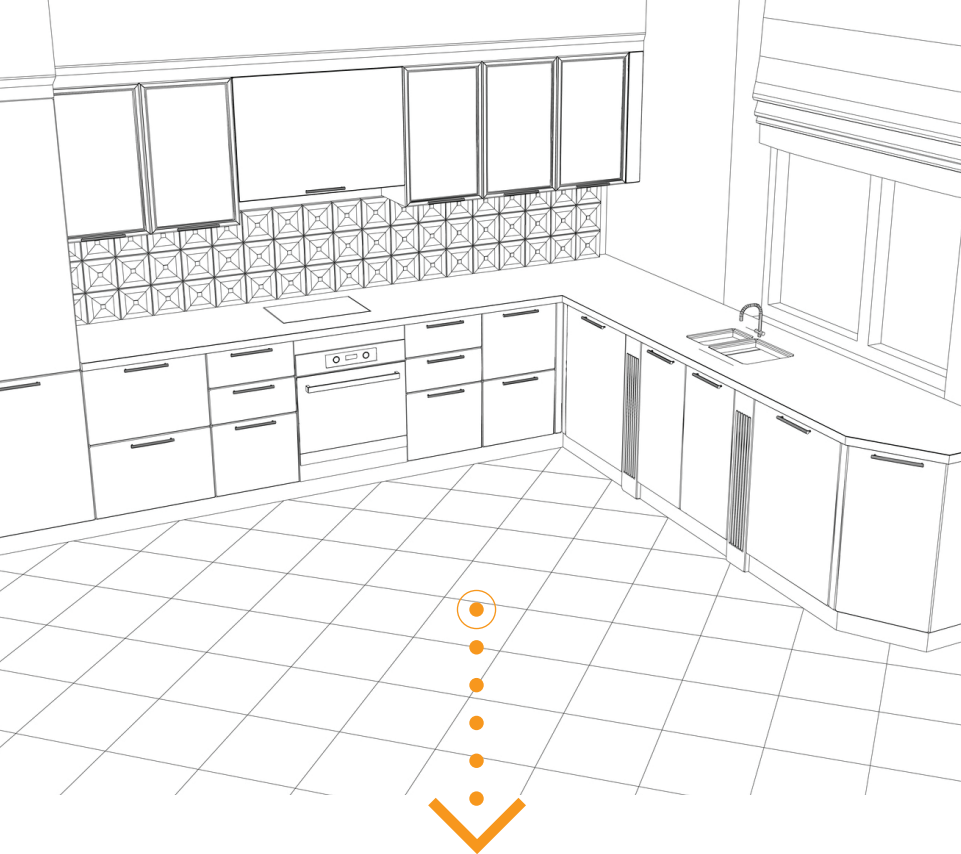
Once their initial design has been created in-store, consumers can find inspiration online from the comfort of their own homes and make changes with the user-friendly platform.

### **Customer Satisfaction**

According to Alan, the feature that has changed the retailer's business the most is the whole principle of collaboration. "Customer collaboration is the single biggest change, because it genuinely allows the customer the option of design choice. Yes, we have design consultants who can help and guide you through the journey, but we do want it to be a collaborative, consultative experience for the customer. We want them to feel as though they are in charge of the process rather than an expert almost dictating what they should have. What the expert should be doing is guiding them through the process to make sure that what they are doing complies with regulations and is designed in the best way to fit the customer's needs."



Alan Barnes, Development and Change Manager at B&Q



## “It’s online collaboration that is the

B&Q Spaces has benefitted from both the customer experience and the experience for B&Q staff. “Prior to the introduction of B&Q Spaces, our customer journey was store centric,” Alan explains. “A customer would come in to the store, have a design done and walk away. Then every time they wanted any alterations they would have to come back to the store and make an appointment. As a consequence, the iterations you had to go through weren’t particularly customer centric. One of the primary objectives of the whole exercise was to make the customer part of the journey and give them the ability to go through the journey with us guiding them rather than us controlling it. So having the ability to actually have a two ended project—one from the point of view of the customer and one from B&Q was very important.” And it’s the ability to be able to constantly review the customer journey that has been the biggest benefit, according to Alan.

## key to the success of B&Q Spaces.”

“The tools we had before locked us in to one approach. What B&Q Spaces can do is genuinely give control to the customer. So, if the customer wants complete control to design their kitchen, they can have it, but if they want our support or they want us to do it all we can. Before we only had one way of doing it, which was to do it all for them. Plus we have considerably cut down the time a customer has to spend in the store. So before, designing a kitchen would be a two hour sit down experience, but now it can be as quick as 20 minutes. Then they can go away and play with it in the comfort of their own homes.

“Once the customer is happy with their changes we can pick up the design changes online. And, if they have any questions they can ask us, and we can respond—online. It’s this online collaboration that is the key to the success of B&Q Spaces—as they no longer need to ring us or visit the store.”



# Take your kitchen from inspiration to installation



## Changing the Way We do Business

The introduction of B&Q Spaces has also had a significant impact on B&Q's business systems and processes for the design, sales and installation of kitchens, bathrooms and bedrooms. "We have a significant number of APIs that come out of B&Q Spaces," explains Alan. "B&Q Spaces is effectively the start of our kitchen journey. We actually load the quote from the B&Q Spaces design on to our sales order management system, and we also use the designs for our installation division. Plus, it is used to conduct surveys so it's linked to our CRM system."

Since the introduction of B&Q Spaces in the current 295 stores across the UK and ROI, the company has achieved an increase in revenue, as well as a significant improvement in the time it takes for customers to get the design and installation they want.





“B&Q Spaces has allowed us to make the interior design process customer centric, focusing on their needs and making the process quicker. This has given our customers a better all-round experience. It has also enabled us to improve our businesses processes. As a result we have seen an increase in revenue and, most importantly, received great customer feedback,” concludes Alan.

## 2020 Ideal Spaces

The B&Q Spaces solution is built on the 2020 Ideal Spaces platform which connects customers to retailers via an online tool that enables them to plan and purchase their next interior design project. It makes it easy and fun for the customer to create their dream design projects. The solution has all the components to help a customer visualise their room. They stay in contact with their designer and see the progression in 3D. They can make iterations to the design and see the visual impact and cost adjustments immediately. When they are ready to order their new kitchen, bathroom or bedroom concept, everything is stored electronically for the store staff to process. 2020 Ideal Spaces is a design project collaboration tool for both retail employees and consumers, helping them to get to that perfect design more easily and quickly.

[2020spaces.com/idealspaces](https://2020spaces.com/idealspaces)