

DIY KITCHENS

DISCOVER KITCHENS ONLINE



INDUSTRY: KITCHEN; INTERIOR

USING TOURDASH SINCE: APRIL 2014

DIY KITCHENS IS A FAMILY RUN BUSINESS THAT HAS BEEN MANUFACTURING AND SUPPLYING HIGH SPECIFICATION KITCHENS TO BOTH TRADE AND RETAIL CUSTOMERS FOR NEARLY 30 YEARS. THEY HAVE BEEN TRADING ONLINE AS DIY-KITCHENS.COM FOR ALMOST 10 YEARS. DIY-KITCHENS.COM IS THE LEADING SUPPLIER OF SECOND NATURE KITCHENS ONLINE IN THE UK. THEY ALSO SUPPLY A SELECTION OF KITCHEN STYLES FROM OTHER UK DISTRIBUTORS. WITH TOURDASH, DIY KITCHENS FOUND THE IDEAL SOLUTION TO GUIDE A POTENTIAL CUSTOMER ONLINE THROUGH THEIR VIRTUAL SHOWROOM.

THE OPPORTUNITY

DIY Kitchens has a really nice showroom but it's not possible for everyone in the country to be able to visit it, due to only having one showroom based in Pontefract. DIY Kitchens added TourDash to their

virtual showroom so that users can easily navigate to the showrooms that they have on display and their call centre staff can easily guide a potential customer over the phone to a kitchen that they may be thinking about buying.

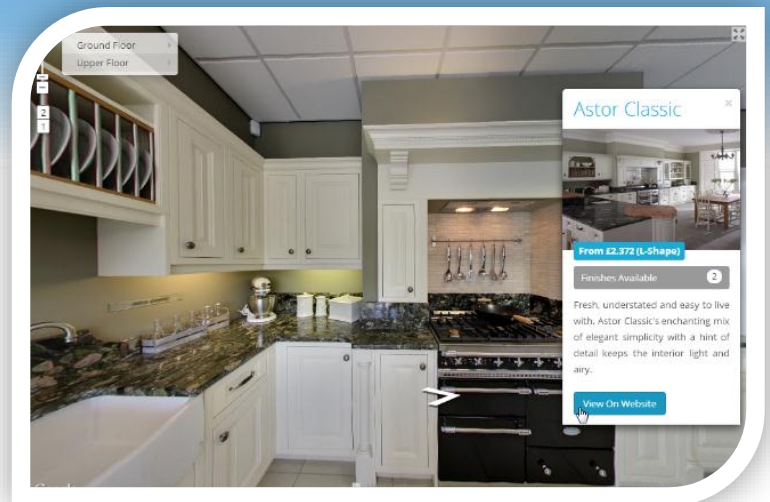
The boundary hotspots enable DIY Kitchens to promote and provide more information about the kitchen that the user is looking at. With the custom CSS and templates that TourDash offers it is easy to set up your hotspots. This can be done in a very creative way and

the end result allows you to take customers directly into your website to an appropriate landing page.

"When we first updated our Google Maps Business View with TourDash, we ran an Easter egg competition and hid the eggs in the virtual tour, using dynamic hotspots. This was a really good way to get people using the new virtual tour and showing them around our kitchens as well!" (Ray Krzeminski)

THE EXPERIENCE

Prior to setting up TourDash DIY Kitchens created a plan of action. Placing navigation on the Tour on a floor by floor basis and directing users to kitchens that are on that floor. The TourDash features available are very



helpful and helped them to quickly get used to the interface, and within half a day, their DIY Kitchen TourDash masterpiece had been created!

TourDash is for DIY Kitchens a great application to get more interaction with the users of their Google Maps Business View.

IN PRACTICE

Since DIY Kitchens uses TourDash they receive positive responses from customers. The DIY Kitchen customers really love the whole concept of seeing the kitchens online in a 3D environment in which further information is available at the click of a button.

The ability to customise the hotspot windows in TourDash is a great feature and DIY Kitchens hopes that TourDash will integrate more great customisation options into the hotspots. That is something that TourDash agrees with!

"TourDash adds a much needed level of usability to our Google Maps Business View. Without it the whole tour just felt incomplete."

Ray Krzeminski
Online SEO -
Marketing Manager
DIY Kitchens

"Use TourDash to let your customers see what you have to offer. This will answer many questions or give your customers an idea of what they may want, before they get in contact with you."

Ray Krzeminski
Online SEO -
Marketing Manager
DIY Kitchens