

CASE STUDY

EVERYONE'S A WINNER WITH YOURPAD



CLIENT: **WINDSEAL DOUBLE GLAZING** PROJECT: **YOURPAD CONVERTS SALES**

Windseal Double Glazing is singing the praises of YourPad – the virtual improvement App™, from the roof tops after securing an order worth over £15,000 in the first week of downloading it to a tablet.

Latest updates and improvements to the Eurocell app helped this Midlands-based installer secure an order for two large conservatory roofs and a composite doorset from The Dales Collection.

The enquiry came from a homeowner in Coventry who initially had difficulty visualising the idea of replacing her lean-to conservatory with a large lantern roof and gable combination.

I was trying to explain how the new conservatory would look, but wasn't really getting anywhere," said Kevin Moore, Managing Director of Windseal Double Glazing. **"That's when I decided to take a photograph of the lady's house from the garden and then use YourPad to superimpose a new fully faceted roof."**

"Because YourPad allows you to refine the design, change colours and perspectives, the customer feels as though it's 'their' design at the end of the process, just like on the latest kitchen design software. That means a much better conversion rate."

Kevin Moore

Managing Director, Windseal Double Glazing

“She got it straight away and it was then just a process of identifying which colour she preferred by clicking through the options on YourPad. I secured the order there and then! So impressed was she by the realistic visuals that she asked me to quote for a new composite door and as soon as she saw how it would look on YourPad I got that order as well!”

YourPad proved particularly effective on this project because the new conservatory roof design was quite complex and involved replacing an existing lean-to with a new lantern roof and gable conservatory. Although an unusual combination, the design allows the owner to extend their kitchen diner into this large, naturally-lit space.

“YourPad was fantastic at helping me get across the product solution in an easy-to-understand, visual format,” added Kevin. **“Before I began using the app, I would have had to sketch the layout on a piece of paper, which is never ideal, especially on a job of this scale. Aside from a drawing not creating the right impression, there’s little scope to change or adapt the design based on feedback from the homeowner.”**

YourPad continues to help customers transform the way in which they sell Eurocell product solutions. The app, which has recently been improved along with the addition of new product options, is all about giving end customers more choice, combined with realistic visuals of how the product they select will look on their own ‘pad’.

The full line up of products featured on YourPad covers casement windows, vertical sliders, composite doors, sidelights, bi-fold doors, French doors, conservatories, Equinox tiled roof conservatories, roofline and Skypod – everything that a homeowners could ever wish for – all with multiple colour options!

Usability of YourPad has been improved too, with better visuals and overall file size reduced by roughly half, to make downloading and synchronisation much faster, as well as taking up less valuable storage space on tablets. A refresh of the homepage design completes the set of changes, which will increase its visual appeal with homeowners.

Customers can set up trade accounts within YourPad. This useful feature allows them to keep records of product listings for quotations and future orders, as well as automatically saving and storing every job photographed, for reference.

YourPad is available to download FREE from the Apple App Store and Google Play now. Search for ‘Eurocell YourPad’.

