

# DESIGNING KITCHENS ONLINE

Marbodal – the first customer on the CET platform – is a Swedish kitchen manufacturer whose salespeople have used CET Designer since 2004. Committed to meeting end customers at the right time in the buyer journey, the team at Marbodal decided to invest in a supplementary online drawing tool.

As one of the largest kitchen manufacturers in the Nordics, Marbodal always needs to be ahead of the game and top-of-mind throughout the buying process. Being strategic in how they sell kitchens is of utmost importance, and using the right software is a crucial part of the equation.

“The buyer journey starts before the end customer walks into our store,” says Marbodal customer experience manager Frida Lidberg. “It starts with people having ideas and dreaming about their new kitchen – so we wanted to create a way for them to try different options on their own and get an idea of the cost, even before they walk into the store.”

With new possibilities continually emerging in technology, Marbodal saw an opportunity to increase their offer and better meet the needs of end customers. With its huge number of avid CET Designer users, Marbodal partnered with Configura to build a drawing tool run on the Marbodal website.

## A cloud-based solution

“We were early adopters of distributing a drawing tool that people could download. However, with increasing demands, we needed something that could be run in a browser,” says Marbodal drawing tool manager Tomas Leijonqvist. “Luckily, Configura was up for the challenge.”

**Frida Lidberg, Customer Experience Manager at Marbodal.**

## CASE STUDY: MARBODAL

Founded in 1924, and a part of the Nobia Group since 1996, Marbodal is a Swedish kitchen brand offering complete kitchen solutions for all of life's phases. With their products and experience, they create spaces with a personable atmosphere where functionality leads to a simpler life, creative cooking and community. Marbodal products are sold to consumers and professional customers mainly in Sweden but also in Norway. The stores are franchise-run, and Marbodal also has many retailers. All Marbodal kitchens are locally manufactured to contribute to a sustainable society.

ORDERS THROUGH CET DESIGNER

90%

SESSIONS PER DAY

220

MINUTES PER SESSION

23



## PEOPLE LOVE DRAWING AND SHARING THEIR IDEAS, ESPECIALLY WHEN IT ONLY TAKES A FEW MINUTES TO DRAW A FULL KITCHEN.

**Tomas Leijonqvist, Drawing Tool Manager at Marbodal.**

With 90% of Marbodal's sales going through CET Designer, the task was to create a new, cloud-based version that still was compatible with the professional version of CET Designer. In addition to running in a browser, it had to work well on touch screens and be so simple that anyone could use it.

"Our stores prefer to work in CET Designer because it's much easier than other programs that they've used," says Tomas. "With the new online drawing tool, we had to take the simplicity even further. It had to be so easy that not only trained salespeople could use it, but also their spouses, parents and even grandparents – anyone in need of a new kitchen."

### Compatible with the professional version

The result is Marbodal's consumer version of CET Designer – a cloud-based solution that still uses the same core as the professional version but with a new UI that can be opened directly on Marbodal's website. Drawings are compatible with the professional version of CET Designer and can be saved by creating a My Marbodal account and connecting to a store. Once the account has been connected, the store gets the drawing and can place an order.

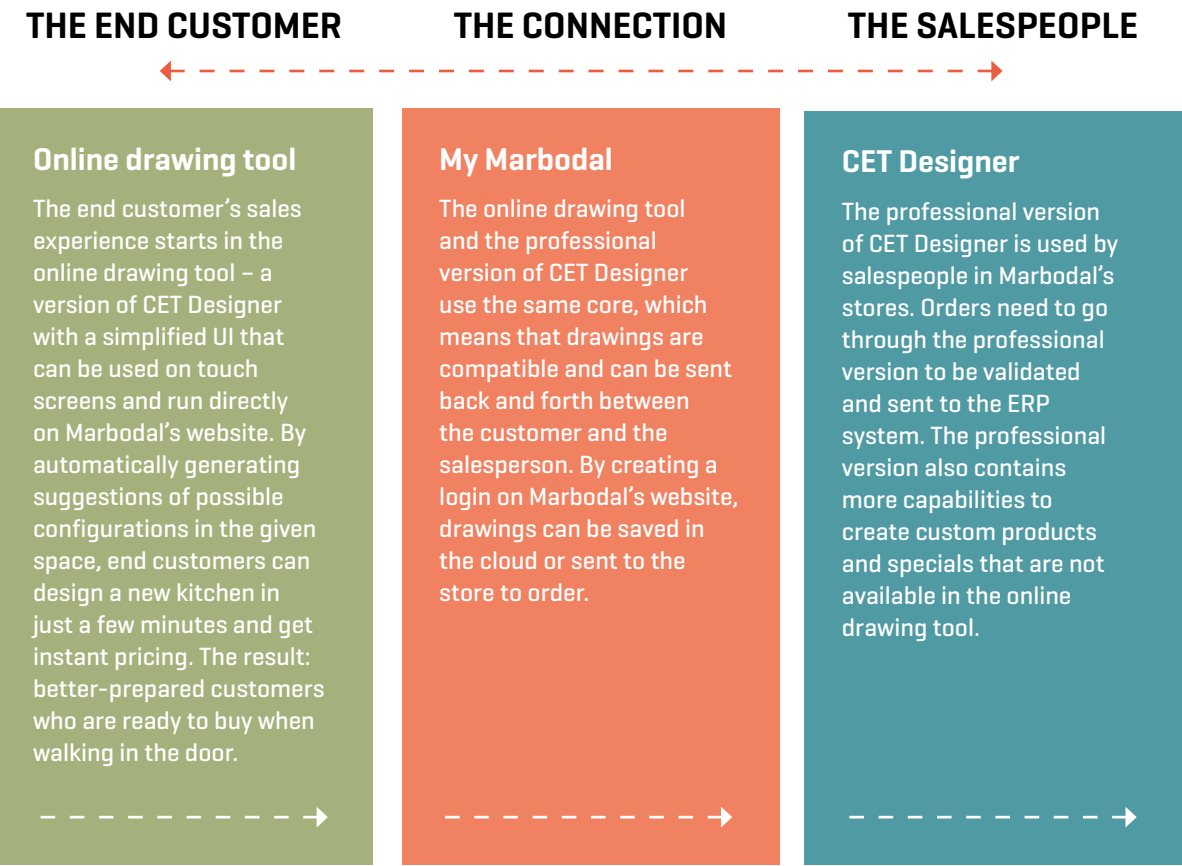
"We did several UX tests to get to where we are today, and it led us to a fantastic product," says Tomas. "It's very easy for our end customers to use. You just enter the dimensions of your room, and then the program generates a few configurations – only presenting the best designs and functional solutions for that given space. That we succeeded with the simplicity can be seen in the low number of support tickets."

The new online drawing tool also encourages more social interactions as renderings can be shared directly to social media.

"People love drawing and sharing their ideas, especially when it only takes a few minutes to draw a full kitchen," says Tomas.



# This is how it's built



SO FAR, WE'VE SEEN **A HUGE INCREASE**  
IN PROSPECTIVE END CUSTOMERS  
USING THE TOOL.

Frida Lidberg, Customer Experience Manager at Marbodal.



Moa Hallsund works with assembly at Marbodal.



## WE ALSO GET **MORE RELEVANT** END CUSTOMERS COMING INTO THE STORE.

**Peter Bergwall, Sales Manager at Marbodal.**

Since the release, the response from Marbodal's end customers has been great and the team at Marbodal has seen an increase in both sales and user interactions. They've also seen a huge increase in My Marbodal accounts.

"People love being able to draw their new kitchen on our website, and we also get more relevant end customers coming into the stores," says Peter Bergwall, sales manager at Marbodal. "They go to our website to get inspired, and, because we're very transparent about prices, they know what to expect when they walk in the door and are more prepared to buy."

The response from the Marbodal sales force also has been very positive, as the tool saves them a lot of time when end customers can try different options on their own.

"Our stores now have new routines," says Peter. "If someone comes into the store without a drawing, the salesperson will help them get started with the online drawing tool. This saves them time without diminishing the service that we provide. Since configurations are automatically generated, our salespeople can take the time they previously spent on drawing options and use it to finalize orders and answer specific questions."

### **A complete buyer and sales journey**

Marbodal has created a complete buyer and sales journey that includes the online drawing tool and the professional version of CET Designer – resulting in excellence in customer service.

"We're proud to be able to provide this service for our resellers and for end customers," says Frida. "So far, we've seen a huge increase in prospective end customers using the tool. We have an average of 220 sessions per day, and each session is an average of 23 minutes. The next step is to create a large survey to collect more feedback on the experience."

The success of the release has not stopped the team at Marbodal from thinking about what's next, and they see many possibilities for digital solutions in the future.

"In our digital strategy, we see AI as a tool for us to increase availability and customer experience," says Frida. "It would be fun to continue the journey with Configura by implementing AI into our consumer version."

**Peter Bergwall, Sales Manager at Marbodal.**