



PROJECT OVERVIEW

Homebase tasked fretail with providing a solution for their customers to visualise wall and floor coverings in their own homes.

OUR SOLUTION

Provided an on-line and in store retail solution. To include all internal stake holders across all brands, including Dulux, Westco, Graham Brown, Laura Ashley etc. Became the focal point of Homebase's "Create Your Own Look Design Centre". Enjoys 10,000 users a month, fretail also support a standalone touch screen kiosk in each of the 346 stores, where regular updates featuring "how to" videos have been deployed. There is also a Plantfinder, the in-store and web site version of a digital catalogue for finding your perfect plant. Rolled out to all new and refurbished stores until 2016.

Won Best Use of In store Marketing Technology in Retail 2011 and UK Institute of Customer Service Award 2012.

SCOPE OF WORKS

- ✓ Concept design & development
- ✓ Prototyping
- ✓ White label website created
- ✓ Installation
- ✓ Training
- ✓ Regular in store updates
- ✓ Video Creation
- ✓ Support
- ✓ Sourced and specified hardware

Retail Systems
awards
2011
WINNER

HOMEBASE