



CASE STUDY | VILLEROY & BOCH

"I am very pleased with the quick and effective service provided by KMB for many years. A reliable agency in all aspects, highly recommended."

David Millon - Marketing Director
UK & Iberia at Villeroy & Boch

CAMPAIGN OBJECTIVE:

KMB have completed several campaigns for Villeroy & Boch.

CAMPAIGN LENGTH:

KMB have worked with Villeroy and Boch since 2007 on a variety of campaigns and projects.

CLIENT DESCRIPTION:

KMB work with the sanitary ware division - Continental styling combined with quality, innovation and superior production techniques gives Villeroy & Boch a clear lead in the race for ceramic superiority in the bathroom.

RESULTS:

APPOINTMENT SETTING / LEAD GENERATION

Appointments and Leads will be generated with prospects to introduce the Villeroy & Boch range of bathrooms/ sanitary ware. Villeroy & Boch will be interested in pursuing primarily residential projects and commercial and project opportunities. KMB have access to Barbour ABI to source data but we have also worked with data

provided via the client or purchased. Results differed depending on data set/ criteria of different campaigns/objective but averaged at about 1.50-2 opportunities per agent day.

CUSTOMER QUESTIONNAIRES

Via telephone survey or sending questionnaires via survey monkey to gain feedback on different aspects of the service, customer service and quality of products.

FULFILLMENT

KMB have had up to 10 telephone lines set up which are linked to publications, Villeroy & Boch website, London office etc. Therefore if a prospect requires a Villeroy & Boch Brochure or has a general or technical enquiry they can fill in a brochure request form on the website and these are linked with an email set up at KMB who can action the request and send the brochure. KMB will generate a lead for Villeroy & Boch if the enquiry is professional.

STORE LOCATOR

KMB will take calls from prospects who want to know the nearest stores to purchase Villeroy & Boch sanitary ware. KMB take all details and give the information then also send a brochure if requested.

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