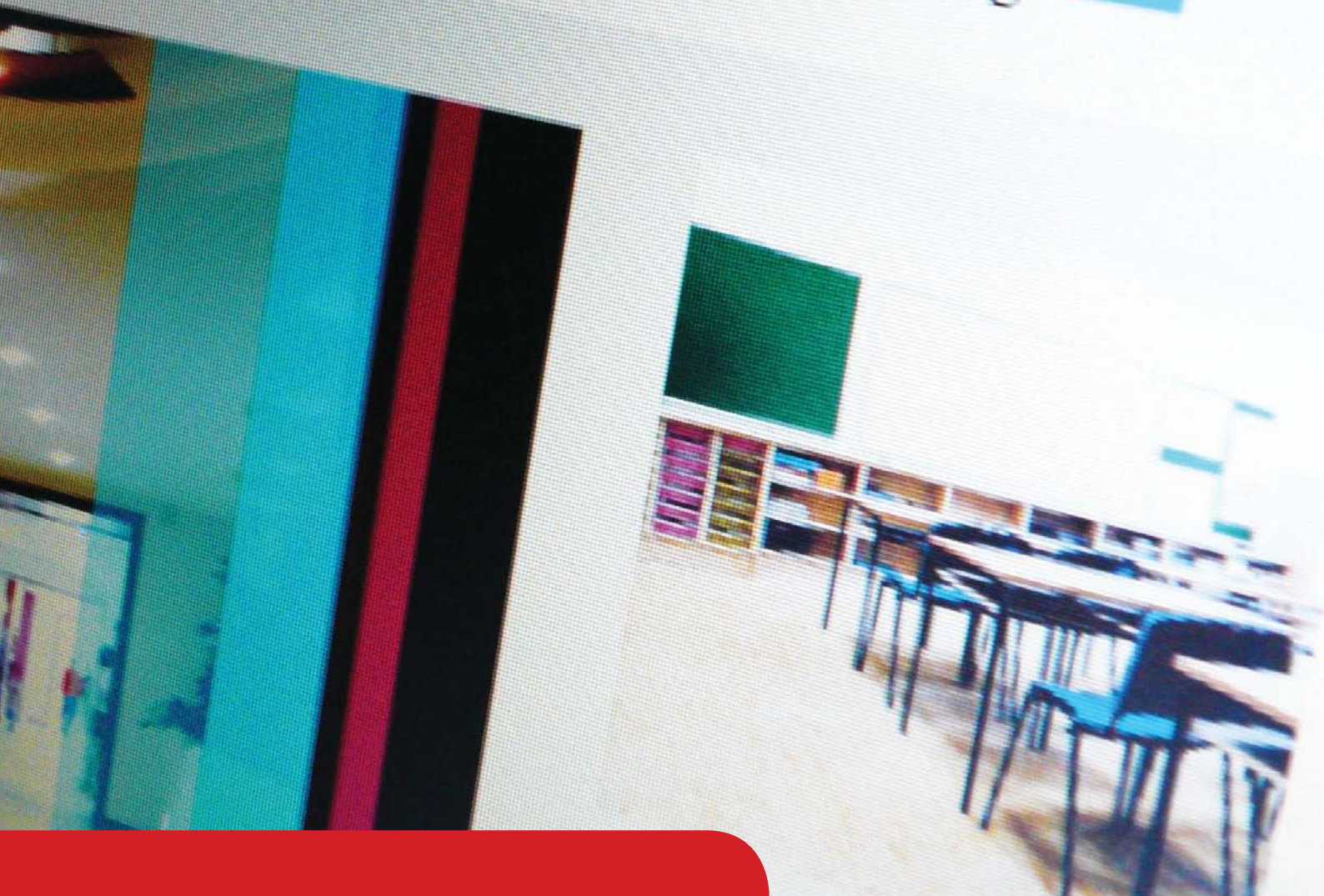


Crean Mosaics

Tiling & Flooring



PROJECT > Crean Mosaics Website

CLIENT > Crean Mosaics

Case Study > October 2007

2

Ireland's commercial flooring & tiling sector is hugely competitive. There are about ten large contractors regularly battling it out for the more lucrative contracts, along with a good number of small and medium sized companies eager to carve their own niche in the market.

Of the larger contractors, all ten have a vast range of premium products. All ten claim to have good customer service, on-time delivery and excellent value for money.

But not all have properly functioning websites...

THE CLIENT

Crean Mosaics is Ireland's largest commercial flooring contractor. In business for 40 years, the company has a workforce of 45, based primarily in its Mayo headquarters. Originally established to supply traditional tiling to the domestic market, Crean Mosaics is now a specialist in the supply and installation of floor and wall tiles to the leisure, healthcare, pharmaceutical, electronic and retail sectors. A diverse portfolio of projects includes swimming pools, large residential blocks, healthcare facilities and retail outlets. Its clients are mainly architects and building contractors.

THE PROBLEM

A strategic review indicates that none of these sales have been generated through the company website. Indeed, when questioned, the sales team admits a reluctance to direct potential clients to a website that provides such a poor reflection of their business. Difficult to navigate and cumbersome in content, it in no way meets the exacting standards expected by corporate clients.

THE BRIEF

The Crean Mosaics website is to be promoted from last to first port of call for potential clients.

A new sales protocol is to be introduced, which will see all sales enquiries directed to the company web site. From here users will find out all the necessary information they need, make an appointment with the sales team, invite the company to tender for a commercial contract or request a quote.

The new site needs to accurately reflect the professionalism of Crean Mosaics, inspire confidence in new customers, be easily navigable, informative and interactive.

THE OBJECTIVES

- Assist the sales team;
- Heighten the awareness of the company in the market;
- Open doors to new clients and new tenders;
- Increase sales.

3

THE SOLUTION

The Crean Mosaics corporate sales brochure - with which the company is extremely happy - is taken as the basis for the structure of its new site.

A creative variation of the company logo - two square blocks in red and blue - are used as background, with a third block of beige introduced to provide a modern twist. These blocks are continually elongating and reducing in size, suggesting movement and creating visual interest.

Comprehensive information on the company, its clients and project types are included in an easily navigable and reader friendly format, aided by strong project imagery and clean, clear design. An enquiry form and 'request a call' feature enhance the site's interactivity, as does a downloadable sales brochure in PDF format.

THE RESULT

Assist The Sales Team

Every member of the Crean Mosaics sales team has expressed complete satisfaction with the new website, and pleasure at the confidence with which they now refer clients to it.

"It is so much easier to be able to immediately refer potential clients to our website, rather than asking them to wait for a number of days to receive a brochure in the post. It gives us a far more professional image, as well as making it easier to arrange meetings."

Heighten The Awareness Of The Company In The Market

- An analysis of the web statistics shows that there were 24,864 hits on Creanmosaics.com from November 2006 to October 2007.
- This massive interest from all over the country provided the impetus for the opening of a new sales office in Cork - the company's first foray into the Munster region. Opened in March 2007, the new office has been extremely successful, with sales of €700,000 in its first six months. In total, sales of €1m are expected for 2007.
- A new Dublin office and warehouse is also due to open before the end of 2007 - again on the back of extremely positive feedback from the new website.

Open Doors To New Clients And New Tenders

A number of new contracts have been secured with the help of the website. These include:
Beacon Court Creche - Byrne Contractors.

Increase Sales

Overall increase in sales of 10% in 2007 On 2006.

4

THE FEEDBACK

"We have had fantastic feedback on our new website, which very creatively reflects the high standards we have worked so hard to achieve over the past 40 years.

"Clients new and old are extremely impressed with its presentation, information and ease of use. Its professionalism appeals to the key decision makers in large corporate entities, which make up the bulk of our client base. Meetings are organised through the site, tenders are requested and sales have been won!"

ALAN CREAN, MANAGING DIRECTOR OF CREAN MOSAICS

"Our own sales team has a new confidence which has spread throughout the company. Concrete evidence of this is the opening of our new office in Cork. Sales figures for this office have exceeded our expectations, thanks to the massive interest generated by our website.

"This website has become a key marketing tool, which will attract clients and increase sales well into the future."

BRIAN RUANE, SALES DIRECTOR OF CREAN MOSAICS