



### The challenge

In 2010 Hillarys began to exhibit at national home exhibitions such as Grand Designs and the Ideal Home Show. Initially they wanted to develop a fun and interactive experience which would draw people onto the stand and encourage them to stay for longer.

Hillarys often found that people who visited the shows were very wary of speaking to someone fearing they would be pressured into buying a product they didn't want. Even people with a genuine interest could feel too intimidated to stop and take a look.

Hillarys were looking for a solution that would interest and engage visitors who were 'just looking'. The company were also undergoing a major rebrand and needed an adaptable solution which would minimise print costs as the corporate identity reshaped.

### The datacpr solution

For the Ideal Home Show 2011 **datacpr** worked closely with the Hillarys' marketing team to develop a kiosk using interactive technologies such as touchscreen, which would attract customers to the stand and empower them to find out more about the company and its products. Eye-catching, fully branded screens were designed and developed so customers could request a brochure, enter a competition and book an appointment if they wanted to.

Following discussions with **datacpr** Hillarys began to see the value of the customer data and leads that could be generated using the solution. In the past a manual process was used to capture leads and following up potential customers could take weeks resulting in a 30% cancellation rate on average. The **datacpr** solution provided a slicker process enabling contact at the end of each show day.

The interactive and colourful screens were successful, inspiring natural curiosity in visitors and drawing them onto the stand. The user-friendly format encouraged visitors to find out more about Hillarys and most were inclined to stay on the stand longer, taking more time to look at the product range and increasing the likelihood that they would book an appointment.

For the Ideal Home Show 2012 a print function was suggested to provide visitors with a ticket confirming their chosen appointment date and time. This proved highly successful in gaining commitment from prospective customers and keeping Hillarys fresh in their minds after the event.

Staff felt confident leaving customers to complete their details onscreen and could direct people to them at peak times to avoid queues. Staff reports provided an effective way of motivating the team to build relationships with visitors and generate more leads.

*Hillarys is the UK market leader for made-to-measure blinds. The company has over 40 years' experience in the field providing UK manufactured blinds. A national network of locally based Advisors take the Hillarys service directly to customers in their homes and on average the company processes thousands of orders weekly.*

### Core benefits

- An entertaining, engaging way of attracting customers to the stand and encouraging them to take part and connect with Hillarys and their brand
- A fast, affordable way of capturing customer details, processing information and reporting on the results
- An effective and cheap way of capturing useful information to help assist future event planning. Hillarys can maximise visitor traffic with effective stand layout, plan staffing levels and marketing literature and provide an exciting product mix that customers want to see
- A means to save time, print costs and additional administration costs which had previously been generated from the traditional paper-based forms of data collation
- A way of reducing staff training costs. It could take a week to train all the staff prior to an event as the wealth of knowledge required is significant. However this is no longer necessary with the kiosks providing an excellent reference point for staff and customers alike.
- Ability to adapt and update designs quickly removing the risk associated with out of date print materials



### Success factors

- Following the event 89 per cent of appointments were confirmed and booked for the Advisor team proving the effectiveness of the ticket system which provides potential customers with tangible evidence of their visit
- A 40 per cent increase in leads generated from the Ideal Home Show 2012 in comparison to the previous year.
- The average order value increased significantly in comparison to 2011 demonstrating the effectiveness of this medium when providing product information to customers at a pace they are comfortable with
- A full evaluation of the event activity and results was with Hillarys' marketing team within half an hour of the show closing. Previously Hillarys could only track leads and competition entries separately. The **datacpr** solution allows Hillarys to track competition entries and product interest matching that to the success of each lead.

*'datacpr has been a key part of the success of this year's Ideal Home Show. Not only have we seen an increase in the number of appointments booked, but also the quality of the lead. Almost 80% of our visitors to the stand were contacted within 24 hours of their visit and their appointments confirmed – that's almost twice as many as the previous year.'*

**Jenny Crookes, from the Marketing team at Hillarys talking about the Ideal Home Show 2012**

### Moving forward

Hillarys are now planning to integrate **datacpr** within their own systems. The impact on brand equity is yet to be demonstrated but as Hillarys moves into concession markets, where Hillarys may be relatively unknown, it is felt that the screens will be powerful in communicating the brand and product range.

For further information contact us:

Tel: 01925 714314 Email: [info@datacpr.com](mailto:info@datacpr.com) Visit: [www.datacpr.com](http://www.datacpr.com)