

Industry Trend Setter Chooses Roomvo

Flooringsupplies.co.uk has built a national reputation for innovation in retailing. They're taking their business to the next level with Roomvo.



Flooringsupplies.co.uk wanted a visualizer that delivered cutting edge performance and five-star user experience – qualities their customers had come to expect from the highly-rated company. They looked at many options, but only Roomvo met their high standards.

Benefits with Roomvo:

- Faster purchase decisions
- Stronger user engagement
- Higher customer satisfaction
- Easy in-store use and sales support

Results with Roomvo:

→ CUSTOMER ENGAGEMENT

2,000,000

Over 2 million product views in the past 12 months

→ CONVERSION RATE

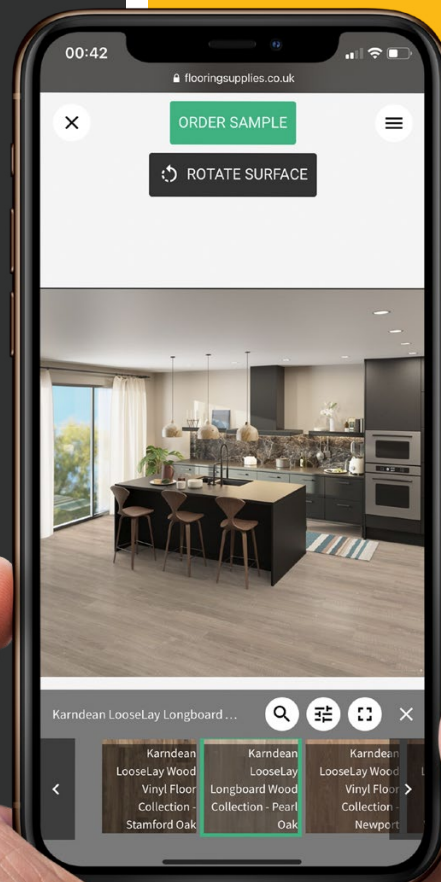
2.7 X

Conversions increased by 2.7 times for customers using the visualizer

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Many of our customers begin their shopping journey online, and Roomvo is enormously helpful to them. They often come into the store with a clear idea of the product they want, which makes our salespeople's job so much easier.”

Stewart Barnes
Director of Operations
Flooringsupplies.co.uk



Influential Retailer Gets Great Results With Roomvo

Online conversions more than double with visualizer.

Flooringsupplies.co.uk began online flooring sales in 1998 – the same year Google was launched. In the 20+ years since, the British company has influenced the entire industry, developing many innovative sales and marketing tools which were later adopted by other retailers.

Convinced that visualization would be a natural addition to their online service, the company spent several years researching different options, but did not find any that delivered the combination of ease of use and image quality they wanted. Then they were given a demonstration of Roomvo.

“We were blown away by Roomvo,” says Stewart Barnes, Flooringsupplies.co.uk’s Director of Operations. “The ‘upload your room’ function is so easy to use, and the performance and image quality is excellent.”

Customers were similarly impressed; in its first year with Roomvo the company logged over 2 million product views. And with a 2.7 times increase in conversions, Roomvo is having a significant impact on sales as well.

“Roomvo is exactly the kind of experience we want to offer our customers on their buying journey,” said Barnes, “It’s fast, it’s fun, and it really helps them make purchase decisions quickly.”



We researched the options thoroughly before choosing Roomvo. Its performance and ease of use are far superior to any other visualizer we considered.”

Stewart Barnes
Director of Operations
Flooringsupplies.co.uk

FLOORINGSUPPLIES.CO.UK: POWERED BY ROOMVO

Roomvo is the leading visualization solution for the interior design industry. Roomvo’s proprietary technology has a proven track record of increasing sales by allowing consumers to preview floor and wall coverings in their own rooms in just seconds. Roomvo has been used by millions of consumers and best-selling brands in over 190 countries around the world. www.roomvo.com / hello@roomvo.com