

SWISS KRONO's Global Brand Strategy Embraces Roomvo

SWISS KRONO wanted to present customers with a state-of-the-art visualization tool. Roomvo met all their needs and more.

SWISS KRONO had been using a custom designed visualizer for several years, but felt that their customers would be better served with newer technology. With Roomvo, SWISS KRONO discovered a single, scalable solution that met all their requirements and could be used across all corporate applications.

- Exceptional visualization quality and ease of use
- Ability to upload user room scenes quickly and easily
- Cross-platform functionality on desktop, tablet and mobile
- Consistent user experience across multiple brands
- Easily manage multiple product lines and frequent product updates
- Multiple language versions
- Lead tracking and analytics
- Outstanding customer service

“We are always focused on delivering the best experience possible to our customer, and we believe Roomvo is the best visualization experience available.”

Fabian Kölliker
Head of Marketing
SWISS KRONO GROUP



New Look, New Strategy and New Visualizer: SWISS KRONO Partners with Roomvo

SWISS KRONO GROUP is one of the world's leading manufacturers of wood-based building and interior décor products. Founded in 1966 in Lucerne, Switzerland, the group now operates production facilities in eight countries employing some 5000 people, and has had significant success with various brands in different markets.

As the group prepared to launch COREPEL, an innovative new line of waterproof flooring composed of 50% natural fibers, a new brand strategy was developed to better leverage the combined power of the SWISS KRONO GROUP and to present the market with a unified image.

Key to the strategy was presenting customers with a more consistent and relatable brand experience, especially in the digital realm. The company had been using a custom designed visualizer solution but found it increasingly difficult to maintain and scale to the growing demands of the company's many business units. SWISS KRONO began researching options, with a particular list of criteria:

- Ability for users to upload their own photos
- Ease of use and excellent overall user experience
- Scalable across multiple brands, websites and languages
- Functional on all platforms, especially mobile
- Easy to update and maintain content

Roomvo offered all these features and more, including detailed analytics, lead tracking, in-store support and QR code integration.

SWISS KRONO introduced Roomvo with the launch of the COREPEL website, where it received immediate and enthusiastic feedback from staff and customers alike. SWISS KRONO is currently integrating Roomvo into all its other regional and brand sites; it has also actively partnered with Roomvo to develop custom solutions for some of the company's other product lines like wall panels and cabinetry.



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We are a large company operating at a global scale but we keep our focus on the needs of the individual customer and work to deliver a fun, engaging experience to every customer, everywhere. Roomvo is the perfect partner in that enterprise.”

Fabian Kölliker
Head of Marketing
SWISS KRONO GROUP

SWISS KRONO: 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