

# CASE STUDY



Founded some thirty years ago, Tecaz is a leading supplier of kitchens and bathrooms to the general public in the North East of England. The company prides itself on offering a huge choice of good designs at realistic prices from major manufacturers of doors and associated products.

## ARTICAD SPANS SUPERSTORES AND MICROS FOR TECAZ

When Ken Whyte joined North East-based Tecaz Limited in 1995, a bathroom-orientated business, the company was achieving an annual turnover of £150,000 on sales of kitchens. Under his leadership as Kitchen Business Manager, this figure has increased to £3.8 million.

Four years ago, Ken Whyte persuaded the directors of the company, who were somewhat reluctant to move away from traditional hand-drawn plans, to invest in just two ArtiCAD systems. Shortly afterwards Tecaz's Finance Director, having moved house, came into the showroom with his wife to select their new kitchen. They were shown the design in ArtiCAD. "This is brilliant, I can see exactly what my new kitchen will look like", exclaimed the Director's wife. The justification for investing in ArtiCAD was made. Now with superstores in North Shields, Sunderland and Stockton, and the company's first 'Tecaz Micro' outlet in Darlington, Tecaz has seventeen ArtiCAD licences and the software is an integral part of every single kitchen sale made by the company.



### Making the choice

In 2001, having convinced Tecaz directors that installing a CAD system would enable him to increase sales even more, Ken Whyte began looking at the various solutions available in the marketplace. He assessed three of the main contenders and selected ArtiCAD. "I liked the fact that it wasn't a



catalogue-based system and that it appeared to be so easy to use that I was confident that I could get someone up and running on ArtiCAD in less than a day, even if they knew nothing about computers – or kitchens."

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### Building the business

**TECAZ GENERATES** sales leads via an extensive advertising campaign incorporating print, radio and television, together with personal recommendations. Customers come to one of the company's showrooms to make an initial selection, which is followed up by a Tecaz sales person visiting their house to take some preliminary measurements and gain a greater insight into the type of kitchen they are looking for.

The customer is then invited back to Tecaz's showroom for a presentation of the new kitchen design, produced in ArtiCAD. Ken Whyte: "If the kitchen design is relatively simple, we can build it in ArtiCAD in about ten minutes. On the other hand, we have one designer, in particular, who has a fantastic grasp of the product and he might spend up to half a day on a more complex design putting in lots of extra detail including all the lighting to create a completely finished room."

Any changes requested by the customer are made instantly in ArtiCAD during the presentation.





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## Committed to ArtiCAD

**IN THE EARLY** days of ArtiCAD some of the company’s designers continued to prepare hand-drawn plans and then pass them to a colleague for production in the CAD system.

These days are now well and truly past. Ken Whyte: “The problem with that approach was not only that it took longer but also that it was impossible to make changes in front of the customer, which is an important part of the sales process. Now if anyone wants to join Tecaz as a sales designer, they will have to use ArtiCAD. But this is certainly not a problem because it never ceases to amaze me how quickly someone can pick it up and begin to use it.”

## Assessing the benefits

**THE ORIGINAL** justification for investing in ArtiCAD had been that it would overcome the inherent problem of customers being unable to understand how their proposed kitchen would look when faced with a flat plan. However, there has been a second, unexpected, benefit. “Using ArtiCAD to produce very visual, realistic designs, we no longer have situations where

customers have, for example, expected to find a wine rack, only to be disappointed when the kitchen has been fitted and it is not where they thought it would be. For us, ArtiCAD has dramatically reduced the aggravation of customers thinking they’ve bought something which they haven’t.”

Ken Whyte believes very strongly that ArtiCAD contributes significantly towards the company’s sales success by giving customers confidence in what they are actually buying. “I imagine, in fact, that without ArtiCAD our sales would drop dramatically”.

Tecaz keep up to date with the latest developments by visiting ArtiCAD at some of the major trade shows held throughout the year, but as Ken Whyte comments, “how they manage to keep developing it and making it better, I just don’t know.”

## A growing trend

**SOME 50%** of Tecaz’s customers come to the showrooms armed with rough measurements of their kitchen. They will have a design created in ArtiCAD, from scratch, while they wait. In this case the designers never actually visit the house where the kitchen will be installed, and although this may seem somewhat surprising, it is a trend which appears to be on the increase for Tecaz, particularly where the sale is based on a personal recommendation.



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