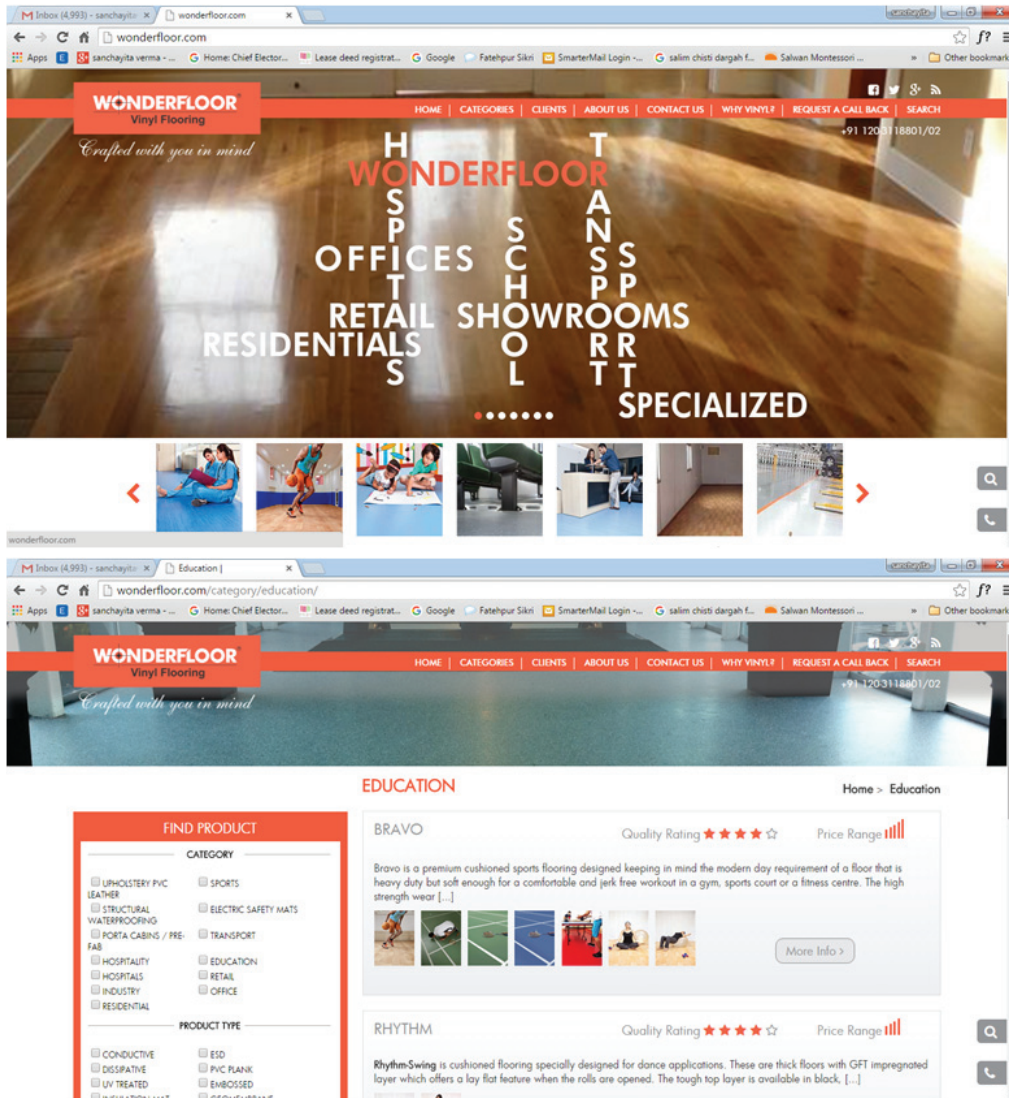


Wonderfloor Case Study: Uplifting the brand to a premium status



Challenges

RMG Polyvinyl India Limited faced the following problems:

1. The foreign brands were capturing the domestic market in the flooring business
2. These brands' marketing is much more sophisticated and engaging than the domestic brands.
3. The domestic brand lacks the Premiumness

Solution

Analysis

1. Almost 70% of the customers which include corporate and individuals, requiring flooring, visit website to know about the various flooring solutions.
2. However the existing website did not provide comprehensive information about flooring to help make decisions.
3. The quality of content and images were not good enough to engage customers.

Apply

FourQuarters came up with a solution which provided the much needed Premiumness to the site.

1. A website was built with very good content, good resolution photographs and better speed of access.
2. An advanced search option with various criteria was provided for speedy search for all products.
3. A content management system was provided to update the content and images on a regular basis to keep the site up-to-date.

Results

1. The website has started getting regular flow of visitors to view various products.
2. The dealers too can show the site to their customers and use search facility.
3. The sales agents are using the website regularly to showcase product to the corporate clients.