



èggo
KITCHEN HOUSE

**Belgian kitchen designer
èggo offers online
inspiration!**

2020



An experience that starts at home,...

Recently, Belgian kitchen designer, èggo, provided consumers a new online space planning tool allowing them to design their kitchen in 3D in just a few clicks using 2020 Ideal Spaces.

Currently, three styles of inspiration are available for the customer who wishes to start a project: two contemporary-style kitchens and a third more “cottage-inspired”. From these canvases, everything becomes possible: change the components, colors, furniture layouts, visualize the result in 3D, or even get a price indication!



... but that ends in the store!

However, èggo is not aiming at doing only e-business! Quite the contrary. “We know that when we plan to change our kitchen, the first ideas come to us nearly always when we are standing at home, and not when we are in stores! So, when ideas come, it may be better to visualize them right away. And thanks to 2020 Ideal Spaces, it’s possible! You can start creating your own project from the comfort of your sofa!” explains Frédéric Taminiaux, CEO of èggo. “This provides our customers with even more desire to visit us in the shop to finalize their project with one of our advisors and ensure that it matches their expectations.”





A priceless saving of time

The major benefit of 2020 Ideal Spaces is undoubtedly that it widens considerably the field of possibilities in terms of commercial potential. On the one hand, the process of creating the kitchen plan is simpler. But above all, the customers are better informed and come in to the store with a more accomplished project so that the time between creation and validation is considerably reduced.

“This is perfect for our sales teams because they can satisfy more customers than in the past. We now know much more than before about the preferences and the expectations of the customer before they come in to the shop,” comments Paul David, Marketing Director of èggo.

A project presented at Batibouw

This cooperation with 2020 was presented to the press at the Salon Batibouw in Brussels. Journalists immediately appreciated the complete integration of the tool. With its many features and impressive renderings, and an intuitive, playful and pleasant user experience.

“On our stand Batibouw, we had about 400 drafts of plans during the show! This positive feedback from the market has confirmed that we are heading in the right direction,” exclaimed Frédéric Taminiaux, CEO of èggo. It must be said that èggo is today the only one, with its competitor Ixina, to propose an application like this. Moreover, unlike its competitor, èggo has completely integrated the tool into the sales path between online and off-line.



From left to right: Paul David, Marketing Director at èggo, Pierre Jacobs, International Sales & Development Director at èggo, Frédéric Taminiaux, CEO at èggo, Philippe Laziosi, Territory Manager South at 2020 and Philippe De Raedemacker, Director of Information Systems at èggo.



èggo's 3D islands

Indeed, with this 3D online space planning tool, èggo hopes to increase the traffic on its [website](#) and at the same time increase the attendance in stores by at least 5% during this year. In the shop, "islands with plans" were created to allow customers to discuss with èggo designers and complete the sketches created online.

"Today, we communicate on this application mainly via paper communications like flyers, catalogs or with the broadcast of some radio spots," explains

Philippe De Raedemacker. "We have not yet advertised on the web by improving our natural search engine optimization via Google keywords. But we'll likely do this soon, because we really want people discover our new tool and test its possibilities," he concluded. The company is also working on a survey among online users to find out about their appreciation of the 2020 Ideal Spaces tool with the aim of improving our service.

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