

Leroy Merlin Russia Uses 2020 Ideal Spaces to Inspire Clients and Grow Sales



Leroy Merlin Russia reports that more than 60,000 consumer design projects are created online every month using **2020 Ideal Spaces**.

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I think what we've built for the kitchen in the last two years is really proof that 2020 Ideal Spaces is a very, very good solution for project sales at Leroy Merlin. It shows that we can find the same kind of success in other areas, like the bathroom. We really want 2020 Ideal Spaces to be the tool that can build any room in a complete way. It's a real strength, to be able to do that.

MATTHIEU HAWROCKI
LEROY MERLIN RUSSIA

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Background

Leroy Merlin is an international home improvement and gardening retailer serving several countries in Europe, Asia, South America, and Africa. With 464 stores around the world, Leroy Merlin is committed to offering customers a wide range of quality products and excellent service.

Challenges

As part of their aggressive growth strategy, **Leroy Merlin Russia** sought to implement an omnichannel solution to better engage and inspire online customers interested in kitchen renovation while allowing their sales associates access to a robust project creation tool.

Leroy Merlin Russia had several requirements when it came to choosing a solution:

- ✓ High-quality images that inspire customers and close more sales
- ✓ User-friendly interface for online customers and sales associates
- ✓ Ability to integrate the solution into a highly complex environment
- ✓ Inclusion and creation of a custom catalogue
- ✓ Ability to meet budget and timeline targets

Overcome challenges.
Expand business.
Enter new markets.

Solution

After much consideration and evaluation of multiple options, Leroy Merlin chose 2020 Ideal Spaces. 2020 successfully created a custom catalogue for Leroy Merlin Russia and integrated 2020 Ideal Spaces into their ecosystem within the agreed timeline. The 2020 solution was deployed on the Leroy Merlin Russia website and continues to be deployed in hundreds of stores across the country.

Once launched on the Leroy Merlin Russia website, the solution allowed online users to design and plan their own projects from the comfort of their own home, with the option of requesting help from a Leroy Merlin associate who can access customer designs and complete the sale remotely.

In store, the solution helps sales associates better serve and engage with customers by improving their ability to save and find projects, produce high-quality renderings for planning and visualization, and communicate accurate pricing.

Results



Up to 60,000 projects

Created & saved every month with a monthly average of 47,000 projects



More than 112 stores

Using 2020 Ideal Spaces so far



Up to 27%

Of saved projects converted to sales with an average of 21%

Future Plans

Following the successful implementation of 2020 Ideal Spaces for their kitchen division, Leroy Merlin Russia expanded the 2020 Ideal Spaces solution to include storage projects and is currently expanding the solution to include bathroom projects as well. Leroy Merlin Russia continues implementing the solution in new stores as their successful expansion continues.