

Franke

Case Study

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Introduction

Franke Group are a leading global supplier of products and services for domestic kitchens, food service systems and the convenience store sector as well as for professional coffee making. The group is head-quartered in Switzerland and has three divisions, with over 60 companies, and has presence on five continents. They have almost 8,000 employees and pride themselves in identifying opportunities and turning them into inspiring, innovative solutions for tomorrow's demands. Steven Fowler is the Business Development Manager for the projects side of the UK company, joining in 2021.

The Challenge

Franke UK identified two primary challenges which led them to start on their BIM journey. The first was that their projects included a lot of high-rise developments, which increasingly saw a requirement being put in place for BIM to be used.

The second was that some of their bigger customers in the early days started to request BIM and the company realised it could lead to greater business opportunities further down the line if they moved to adopt it. They also realised that it could lead to them being excluded for consideration if they didn't have the content in place, which was something critical to avoid.



The Progress

One of Franke UK's primary objectives to getting started with BIM was to trade with a specific customer who was requesting it. That objective has now been met and the customer is very satisfied with the process and the quality of the BIM content available.

In the early days, the team at Franke UK appreciated that there was not a lengthy onboarding process or steep learning curve to getting underway with setting up their presence on Bimstore and utilising their BIM content. Steven commented, "the greatest challenge was selecting the range of products that we were going to prioritise for creating as BIM objects. Due to the extensive range that Franke UK have in our portfolio, we really needed to be selective and strike the right balance between offering new and existing customers what they needed, but not at the expense of taking a lot more time to push our BIM content live".



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Steven Fowler
Business Development Manager, Franke UK

The Results

The result of being able to continue working with one of their biggest customers in such a harmonious way is a massive result for Franke UK and has enabled them to continue to build their relationship together.

The increase in brand awareness and exposure to the company's BIM content has been very positive too. Since 2020, their product views on Bimstore have increased by 222%. Also in that time, one of their products – the Belfast sink – has been viewed over 14,000 times!

Franke UK have seen their BIM content downloaded by users in 159 countries around the world. This insight has been passed across to their international colleagues to help them understand which products are popular in their regions and give them potential sales leads to follow-up.



The Future

Franke UK are planning to include more of their teams in deciding how they utilise their BIM content, as Steven remarked: "Going forward I think our sales function will be taking more of a role in terms of actually how we use Bimstore, what information we take away from the site and how we make use of that information. And then combining with marketing, how we can better promote ourselves both on your side and then also promoting your site through our own kind of activity being that socials or whatever else that we're going to use."

The company realises that there is an opportunity to build on their team's existing engagement and enthusiasm for BIM and take it to another level. By maximising what they do with Bimstore and their BIM content, they see there is even more sales benefit that can be yielded. One of the specific initiatives being considered includes increased promotion using Bimstore Connect, a marketing platform built into Bimstore and funded by Bimcoins. These are a digital currency and every manufacturer who works with Bimstore has an allocation to spend. The Bimcoins can be spent on a variety of promotional campaigns on the platform, including sponsored activity on the homepage, including featuring their logo or an article, sponsoring a product in the search results or sponsoring an article in the Resources section.



Another initiative being considered to increase awareness of the company and their BIM content to users and specifiers is getting involved in product collections on Bimstore. These collections are bundles of Revit content created by Bimstore and curated by specialists to suit all types of projects.

The team at Franke UK will also be promoting their presence on Bimstore more to their contact base of house builders and architects. They want to increase that awareness as an added benefit of dealing with Franke UK, as they believe it makes them easier to deal with and gives customers another reason to engage with them as a friendly company that adds value.



For all queries, including Technical assistance or how Bimstore could help you, contact info@bimstore.co

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