



## Client Success Story

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### ***“Leading Haworth Dealer Deploys Structuredweb to Maintain Tradition of Innovation and Customer Service”***

Founded in 1985 by native Vermonter's, Mark Kelley and Ron Citorik, Office Environments quickly established itself as a leader in the Office Furnishings Market by supplying businesses with a welcome alternative to "ordinary" and "drab" work environments. Driven by a lasting commitment to innovation and service, Office Environments has grown substantially over the years and is now recognized among the top 10% of all office furniture dealers worldwide by Haworth. Today, Office Environments offers clients in Vermont, New York, New Hampshire, and across the country, a pleasant alternative and superior service, before, during, and after the sale.

#### **The Challenge: Maintaining Tradition of Customer Service with Growing Client Base**

With hundreds of clients throughout New England and several National Accounts across the country, Office Environments was looking for a cost effective way to support its existing clients and attract more customers. Critical to the project, was the founder's insistence to maintain their tradition of innovation and service. Although other online solutions were examined, StructuredWeb was selected for its low cost, ease of use, and unique ability to allow Office Environments to provide each and every client with a dedicated CustomerCenter.

#### **The Solution: Make Your Web Site a Valuable Resource for Clients**

According to Office Environments' Dan Woodworth, choosing StructuredWeb not only provides Office Environments with a cost effective solution but also gives the company an online strategy that supports and continues their tradition of service and innovation. Arriving on the Office Environments home page, a customer can quickly access their own password-protected area where they can easily interact with the company and access any information they need. Through the CustomerCenter, Office Environments' Clients can review floor plans and space planning tips, ask questions, download product brochures, retrieve custom quotes, and browse products suited to their specific needs.

“What's exciting,” Woodworth says, “is that once customers see they can access all of this information and submit specific requests without even leaving their desk, the relationship becomes instantly closer, and the level of service we can provide even better. Staying in touch with our clients and giving them the personal attention they need has always been a challenge as we bring on more and more customers. We were victims of our own success.”

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Since deploying StructuredWeb, Office Environments has been communicating with their Clients more frequently and in a more direct manner. The benefits flow both ways – Office Environments has more intimate knowledge of their customers and their Clients receive better service because there are no gaps between the company's perception of Client needs and what Clients actually think about their furnishing needs.

“We started with our biggest national account, a leading pharmaceutical company with multiple offices in several states, and now we're introducing our local Clients to the service by sending them special invitations that allow them to access their own CustomerCenter and send us their feedback. So far, the response has been very positive. This way of communicating is to everyone's best advantage.”