

Over the last few years, I've experienced kitchen display range change with both ABISS and other agencies and I have to say, there is no comparison. ABISS are cheaper, fit to a higher and more consistent standard, have better engagement with stores and work far closer with the SSO teams.

As there are many synergies fitting kitchen & bathrooms for our customers as with fitting them in our stores, we are able to tap into the experience, processes and infrastructure that already exist within the ABISS team. This has also helped to drive improvements and efficiencies within our range review process for kitchens that would not have been possible with outside agencies..

ABISS get involved right at the start of our range reviews and have been able to provide valuable feedback to the commercial teams about product quality, ease of fit and help ensure our displays work from an installer's perspective. This feedback has real credibility that is valued by the teams because of their role within our business, which you just wouldn't get from other contractors.

We've also found that ABISS are far more effective at sanity checking our PDL's and feeding back errors before they become issues. They will complete a line by line check of each PDL prior to rollout, to ensure they are as accurate as can be and because we use the same 2020 software in SSO as in store, they're accustomed with what to expect and know how to read the data.

A further benefit has been the engagement with our store teams. As a B&Q team it instantly drives engagement and credibility with our store teams which is critical to the success of any review, but particularly kitchens due to the complex nature of the work.

Overall, ABISS have now become an integral and important part of the team that delivers kitchen, bathroom & bedroom display change in our stores. From my experience, no other agency can compete on price or service level or bring the additional benefits I've outlined above.

Regards,

Andy Green

Project Merchandiser, Showroom