

# Amtico

## OBJECTIVE

In life, we invest in things we know will stand the test of time. Taking high-end, expensive products and justifying their costs to customers was Amtico's original objective. As a global flooring brand with products that last up to 50 years, they want a digital agency that also represents longevity and value for money. Most importantly, as they have no online sales channels, Amtico need their website to work double time.

**CUSTOMER FOCUS  
FUELS WEBSITE  
EVOLUTION**



There's a lot to achieve for Amtico online: developing a brand presence in all important emerging markets, driving sales through their global showroom network, strengthening relationships with the customers they already have, and all the time increasing revenue, saving time and reducing operational overheads.

## SOLUTION

We start with building a clear and consistent portal for customers to explore the relevant product ranges (commercial or residential). With four brands to represent, different audiences to appeal to and a vast range of marketing assets to integrate, our user-focused global templates and scaleable content management system also allows the sort of cost savings that make finance directors smile. Crucially, we give them a way to understand their customer's activity online.

We help Amtico integrate this intelligence with their existing Salesforce.com CRM tool to truly put customers at the heart of the purchasing experience. Innovation is key in creating the ultimate online experience, so the site features 3D room configurators which allow customers to upload photos of their own home and overlay Amtico flooring products. Gathering crucial customer intelligence from offline and online sources allows us to provide content and communication with their customers that is genuinely relevant.

## RESULTS

Freestyle has been working with Amtico for four years as they evolve from having a strong brand website to an effective online business channel. More than content management systems and websites, we provide Amtico with insight, innovation and a customer-first approach. What does this mean for their business? Better representation of their product range, better customer service, better qualified leads, and better sales figures. After all, a satisfied customer is a loyal customer, and it's why Amtico have chosen Freestyle as a long-term partner on their journey.

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Amtico group of websites

[www.amtico.com/home](http://www.amtico.com/home)