

Better Kitchens Debuts Cutting-Edge, Tech-Enhanced Showroom: A Game-Changer for UK Kitchen Retail

Better Kitchens breaks new ground with a tech-savvy, dynamic customer experience in its Southwest UK showroom, setting a new standard for the kitchen industry.

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-- "We're not just upgrading our showroom; we're revolutionising the entire customer experience in the UK kitchen market," said Ardene Stoneman, Managing Director of Better Kitchens. Setting an unprecedented industry standard, Better Kitchens has transformed its showroom into a digital ecosystem that employs real-time data and leading-edge technology to enhance customer engagement.



Better Kitchens Showroom

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Informed by comprehensive customer behaviour analysis, Better Kitchens has crafted a universally accessible and dynamic experience. The technology solves specific challenges for customers by offering tailored, seamless interactions, making it the most advanced kitchen showroom in the Southwest.

Revolutionary Features:

- **Interactive Tablets:** Better Kitchens has deployed interactive tablets across each of its 30 kitchen displays in the two-storey showroom. These are continuously updated with live data, ranging from welcoming messages and customer reviews to frequently asked questions and actionable insights.
- **Motion Sensor Technology:** What sets these tablets apart is their cutting-edge motion sensor

technology. As customers approach:

- The tablets instantly activate, displaying intricate product details.
- As visitors move, the messaging dynamically shifts, providing an experience akin to having a personal virtual assistant.

- Dual-Purpose Engagement: When the customer moves away, the tablet reverts to long-distance adverts, making it a multi-faceted engagement tool.

"We've created a digital ecosystem that doesn't just benefit our customers, but also impresses our supplier representatives," Ardene Stoneman added.

Early Success:

Already celebrated for its extensive [range of kitchen styles](#) and top-notch service, this tech-driven initiative further solidifies Better Kitchens as a pioneer in the industry. While it's too early to share specific customer testimonials, initial indications suggest the digital customer journey is being exceptionally well-received, marking yet another milestone in the company's storied history.

By consistently setting new benchmarks in what a kitchen supplier can offer, Better Kitchens reaffirms its commitment to delivering [premium DIY kitchens](#) without the premium price tag, along with unparalleled customer service.

Invitation & Next Steps

For a hands-on experience of this ground-breaking customer journey, we invite you to visit the [Better Kitchens showroom](#) in Weston-super-Mare. You may also explore the wide array of products and services available on their website.

About Better Kitchens

Established in 2006, Better Kitchens has been a beacon in the UK kitchen market, offering over 200 style and colour combinations. This new tech-driven initiative aligns with Better Kitchens' long-term vision for innovation and customer-centricity, fortifying its steadfast commitment to quality, affordability, and exceptional customer service.



Better Kitchens Interactive Showroom



Better Kitchens

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