



Partner Standard  
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### **Hörmann Partner Standard – an update**

Since its' launch in the Autumn of 2020, the Hörmann Partner Standard scheme has proved itself to be of real value, generating sales leads and helping dealers provide the highest standards in quality, innovation, and aftersales service. Not happy to rest on their laurels, the Marketing Team at Hörmann UK have been working on a number of new initiatives and monitoring activity to make sure that the scheme remains fresh and continues to deliver for the marketplace.

One of the key elements of the Partner Standard has been the development of the online Dealer Finder. With end consumers making an average of three thousand searches every month to find a Hörmann approved dealer, it has proved to be an effective source of sales leads which are all passed directly to the relevant dealers to follow up.

The end of 2021 saw Hörmann put in place a series checks to ensure that Partner Standard dealers are handling sales enquiries in a timely and professional manner. This has involved 'secret shopper' calls and a campaign of consumer questionnaires being dispatched to gauge levels of service. Impressively over 60% of all respondents have reported a positive experience, with any instances where expectations have not been met being reviewed on a case-by-case basis with individual Partners. Plans are now underway to organise a 'Dealer Awards' ceremony later in the year to recognise and reward Partners for best practice and excellent customer service.

To improve the consumer experience of the Partner Standard profile pages on the Dealer Finder, Hörmann have also introduced a 3D virtual showroom tour. Using the latest in image capture technology, the virtual tour is designed to allow customers to step into a showroom from wherever they are, 24/7 providing an immersive experience not possible with photo and videos. So far 20 Partners have taken advantage of this service with Area Sales Manager

(ASM) Steven Rees (or should it be Spielberg) stepping forward to use his creative flair and film the majority of the tours. Partners who wish to take advantage of this new feature for their profile page should contact the Hörmann Marketing Department or talk to their local ASM.

To further help end consumers to have the confidence that they are purchasing Hörmann products from an accredited distributor and will receive the highest standards of service, a Partner Standard Identity Card has just been introduced. The official ID card has been developed for use by all dealer personnel who have regular face to face contact with homeowners. The ID cards are valid for a period of two years, after which a review will take place to ensure installer training is up to date. A quick and easy online application has been developed to enable dealers to order and update their ID cards.

Another clear advantage of being a Hörmann Partner Standard has just been announced, with the company's exhibition space at the London Build Centre now being available for Partner Standard dealers who wish to organise and hold meetings in a central London location. Dealers will have access to the Hörmann display stand which provides a thought provoking and informative meeting space, in a well-known venue which has been showcasing the very best products and ideas in the built environment for 90 years. Any dealers who wish to use this space should contact the Hörmann Marketing Department to make a booking.

Commenting on the continued development of the scheme, David O'Mara, Marketing Manager at Hörmann UK "The introduction of the Partner Standard Scheme and Dealer Finder was a major commitment for Hörmann, being not only an industry first, but also a first within the Group. Whilst we have been pleased with the initial roll-out of the scheme we are aware that we need to keep adding features to make sure it delivers real value to our dealers. From providing simple things like ID cards right to developing the structures through which we can recognise good practice at an awards event, the Partner Standard is something that clearly sets us apart in the market. It's all part of the Hörmann Difference – delivering real benefits to our customer in an innovative and creative manner."

-ENDS-

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