



Partner Standard update
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Hörmann UK Partner Standard Continues to Grow

September 2020 saw Hörmann UK launch its Partner Standard programme with the objective to reward and recognise official Hörmann distributors who continuously provide first class service when supplying, installing, and servicing the company's product range.

To qualify for the Partner Standard, distributors must demonstrate that they are positively representing the Hörmann brand, predominately stocking Hörmann products, undertaking regular training and installing end-to-end Hörmann solutions. So far over 140 distributors have been awarded the Partner Standard status and are seeing the benefits of being part of the programme.

A major part of the scheme is the Dealer Finder which is located on the Hörmann UK website. This has been developed to provide end consumers with an instant and easy way to search for and contact local Hörmann distributors that best meet their individual requirements. Designed to be user-friendly, end users can search for a distributor based on their postcode or city, together with several options that allow them to specify the products and type of service they require. A list of distributors who match their search criteria is then generated providing the end users with the option of making direct contact with one or more by either phone or email.

Dealers who achieve the Partner Standard have the benefit of a dedicated landing page on the Dealer Finder to further enhance their presence and provide them with opportunity to showcase their company credentials and experience.

Since the launch of the Dealer finder, Hörmann distributors throughout the country have been receiving direct leads from the site. The key call to action of 'request a quote' has seen an impressive increase of 59% compared to the previous period in 2019/20. Similar

increases have also been seen in the 'request to contact' forms submitted, and telephone calls direct to distributors.

Work to further improve the design and functionality of the Dealer Finder is underway and the services of a specialist agency have been employed to improve the search engine optimisation (SEO) of the website, helping to improve its visibility and ranking.

Over the coming months further enhancement to the Partner Standard will be rolled out. The introduction of identification cards, branded workwear, and consumer surveys to monitor the quality and performance of distributors are all planned. Additional improvements to the Partner Standard landing pages which will allow Partners to show their accreditations and an innovative solution to allow end consumers to virtually visit dealer showrooms are also being developed.

"The Partner Standard is a long-term commitment from Hörmann UK and forms an important part of the close relationships we form with our customers. We want to work with our distributors to help them provide a quality product and excellent service to the end consumer, whilst generating plenty of sales leads.

We've made an excellent start and have plenty of ideas that will continue to enhance the scheme and keep it relevant to the marketplace." comments David O'Mara, Marketing Manager at Hörmann UK.

To find more about Hörmann Dealer Finder visit <https://www.hormann.co.uk/home-owners-and-renovators/dealer-finder/> or call 01530 516868

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