

Maximising the customer experience by synchronising digital and physical worlds

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The B&Q logo consists of the letters 'B&Q' in a bold, white, sans-serif font, centered within a solid orange square.

B&Q

Retail

B&Q

Contact
Centres

Customer

Ease
Speed
Convenience
Consistency

Ease
Speed
Consistency
Effectiveness

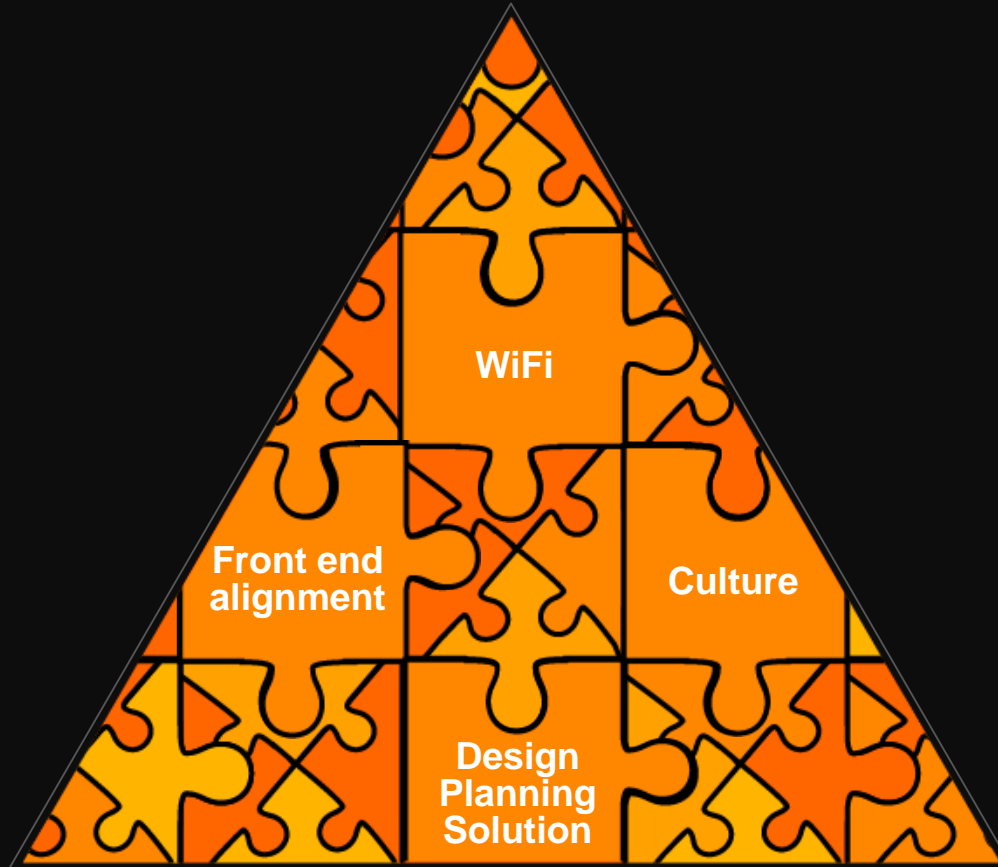
TIME

Customer
Efficiency
Sales/Profit

Colleague

Commercial

Customer



Colleague

Commercial

Behaviours

Reporting

Culture

Economics

Reward



Single content authority

Stores & contact centres

Create once, deploy many

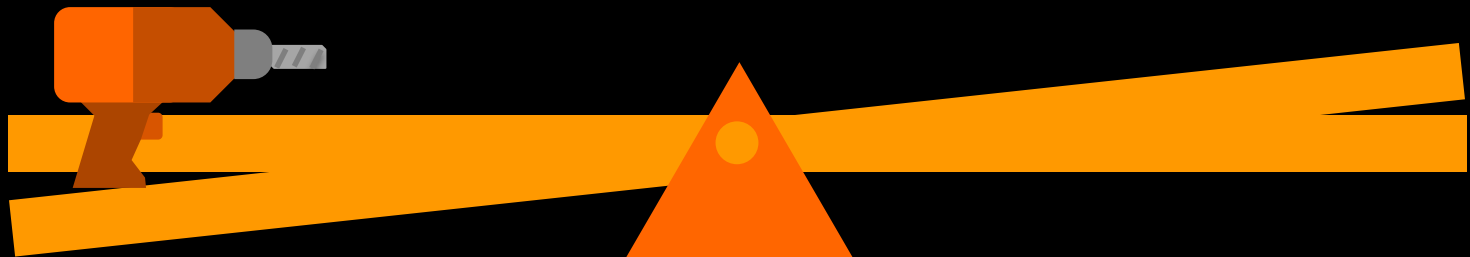
Front end alignment
New diy.com

Single customer order history

Responsive design

All product ranges

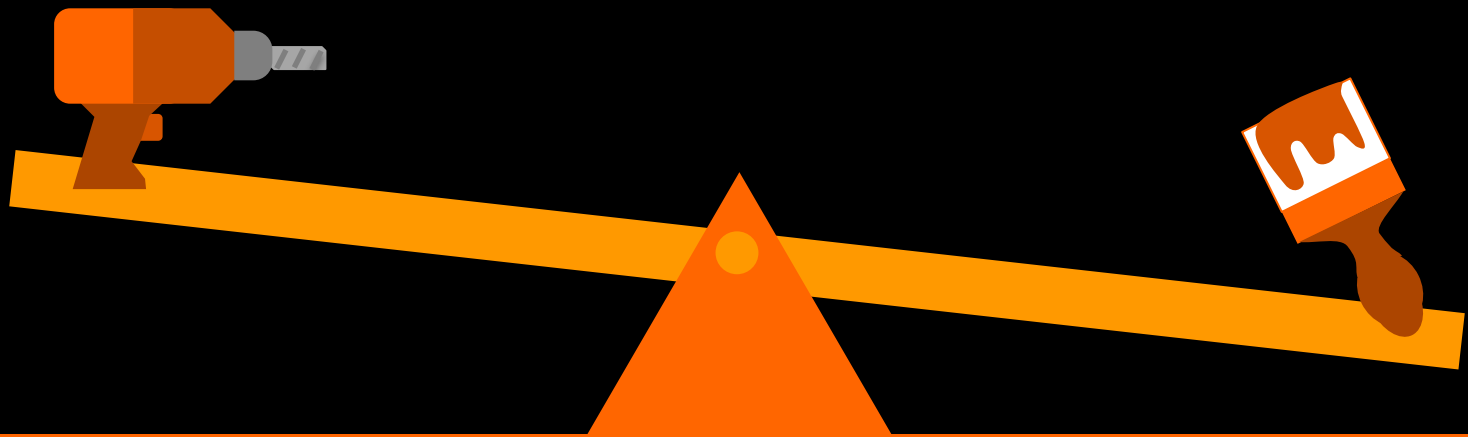
Time See-saw



Speed

Convenience

Time See-saw



Speed

Convenience

Single Source Content

Range

Free/Unlimited access

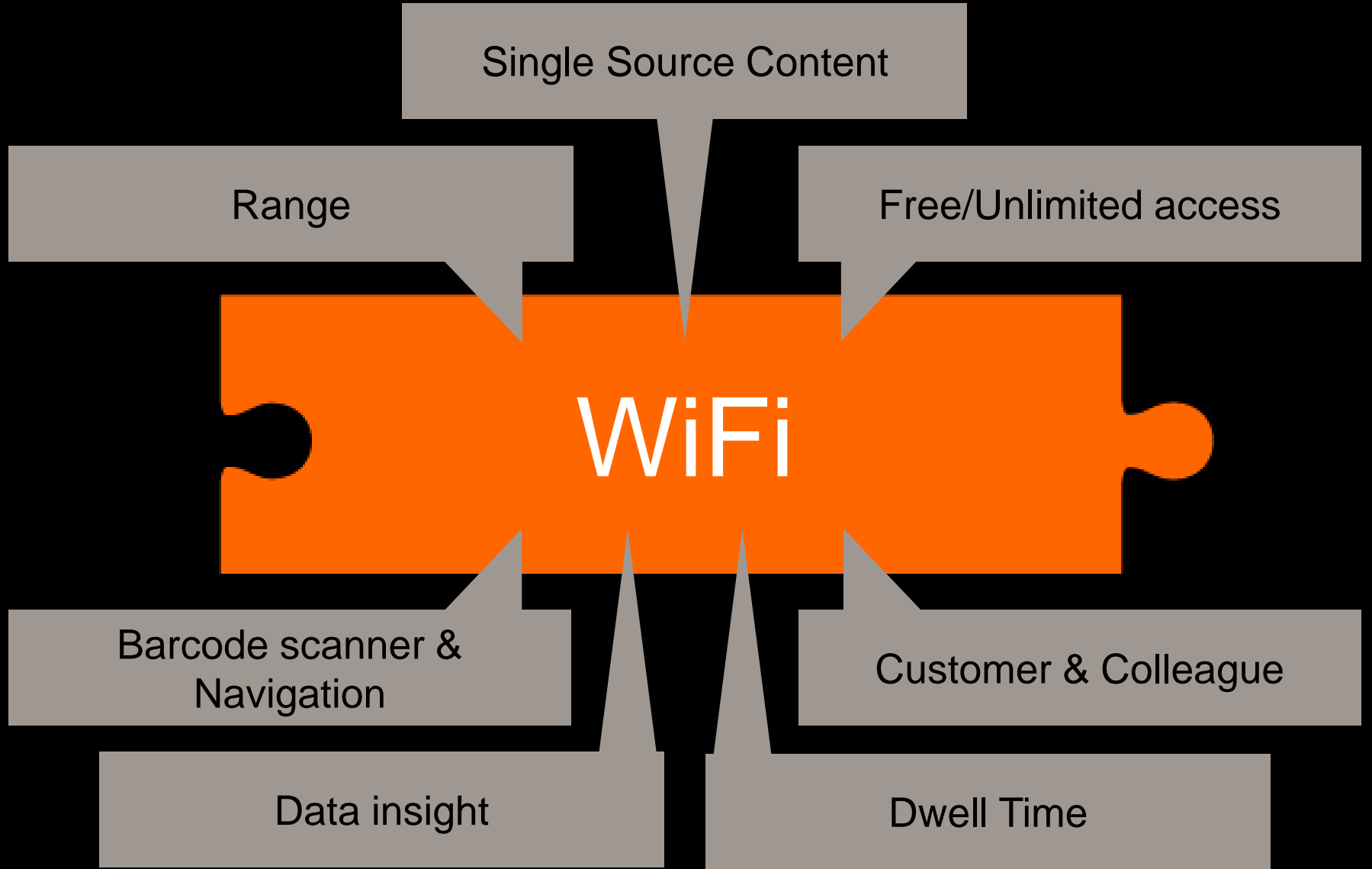
WiFi

Barcode scanner &
Navigation

Customer & Colleague

Data insight

Dwell Time



Only specialist designer

6 month customer journey

Appointment 7 – 10 days

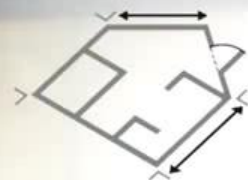
Current Design & Planning solution

Price at the end

2 hour initial design

Circa 2 hour - personalisation

B&Q



B&Q
SPACES

Anybody in the team

6 month customer journey

Immediate

New Design & Planning solution

Pricing throughout

20 minutes

Customer decides

Complete project

Collaboration

Unleash the customer
experience in you!



Thank you

