



BUILDING RELATIONSHIPS
WITH **ICE**®





“WITH ICE, CLIENTS GET WHAT THEY WANT,” SAYS MONA MILTENBERGER, DIRTT DESIGNER WITH CHICAGO-BASED CORPORATE CONCEPTS. SHOWING ICE LIVE TO CLIENTS ENSURES AN UNMATCHED LEVEL OF SERVICE, SOMETHING CORPORATE CONCEPTS TAKES PRIDE IN. CLIENTS ARE IMPRESSED WHEN THEY SEE A 3D MODEL OF THEIR SPACE, AS QUICKLY AS 24 HOURS FROM AN INITIAL REQUEST, A CUSTOMER SERVICE STANDARD FOR CORPORATE CONCEPTS. “WE MAKE A POINT OF SENDING ICE RENDERINGS FIRST AND FOLLOWING UP WITH A FORMAL QUOTE AND DETAILS LATER,” SAYS MONA.

Corporate Concepts knows sending renderings to a client after a meeting draws them into the design process, capturing their hearts as they begin to see their project take shape. The original renderings are followed by additional 3D models developed in ICE to provide clients with a comprehensive visual of their space and the ability to experience their layout before placing an order.

Using ICE saves Corporate Concepts time with live changes, real-time pricing and automatic elevations. “It takes so long to get elevations done the traditional way,” states Mona, “with ICE you can apply elevations for an entire project with one button, saving time overall.” This was extremely helpful on a recent project, Mona explained. After presenting initial design concepts, the client wanted something completely different. Instead of going back to the drawing board, she was able to re-design the layout in fifteen minutes, incorporating the

clients input in real-time. After making the changes, the clients expected to wait for finish boards and new pricing; instead, they were blown away when Mona presented renderings and pricing for the project they helped design just minutes after their discussion.

ICE is a win/win for Corporate Concepts and their clients. They save time by designing projects in ICE and it's easy for clients to visualize their space. "ICE is really useful to keep projects moving ahead" says Mona. Corporate Concepts' clients find it easy to review fly-through videos and images of their space, rather than the alternative of reviewing 2D plans and finish boards. This increases the speed of decision making and improves communication between Corporate Concepts and their clients. Even after the order is placed, ICE's visuals play an important role in the installation process. Electricians and technicians use ICE's renderings and fly-throughs to help clarify project details and plans, cutting down installation time.

Last minute changes are completed quickly with ICE. Mona recalls when a last minute dimension change was requested after the order had been placed. "Really, it was a two-second change in ICE and we sent the file back to the project manager," she adds "there is nothing else like that."

Timely turnarounds are an important part of doing business at Corporate Concepts, known for their high level of customer service, "...clients won't find anything comparable, once they experience what is possible with ICE," Mona concludes proudly.

Schedule a live demo to see how ICE can change the way your clients experience projects, sales@ice-edge.com.

