

## **Magnet Kitchens – 200 site installation**

Another high profile project recently carried out by Technique was for Magnet - one of the country's leading retailers of kitchens, bedrooms, bathrooms and home office furniture. <http://www.magnet.co.uk>

Magnet appointed Technique to undertake an upgrade of the IT infrastructure across their 200 sites nationwide. Technique provided full project management, configuring and installing the equipment, using leading edge technology.

Magnet project manager, Mick Whitfield, said: "We needed to update our IT, and Technique provided a solution which has given us more functionality and additional design capabilities, and enabled us to speed up our processes within each branch. We have faster backups, all the branches are networked to headquarters, and we have full e-mail facilities."

It has also enabled Magnet to trial an innovative new sales tool in the shape of a 42 inch plasma screen linked to its desktop computers. The sales executive will use his own computer to create a virtual kitchen for the customer, who can view it on the plasma screen.



Mick Whitfield added: "We do try to keep in step with the latest technology, because it helps us maintain our competitive edge - and in Technique we have the ideal partner."

Technique director Rob Samuels said: "This was logistically quite a complex consignment since Magnet has stores stretching from the southwest right up to Scotland. But we're pleased with the way it's gone, and we are looking forward to putting the finishing touches to the project in the next two months."

Co-director, John Prince, said: "We strive to work with the latest technology and to pass on the benefit to our clients. We are also constantly monitoring our standards of customer service. We've recently completed a customer survey, and after evaluating the comments, have made changes to the way our call centre works, modified our call logging and made our helpdesk more efficient."