



THREEKIT'S ONLINE CUSTOM DOOR
BUYING EXPERIENCE SURVEY

The Great Door Sales Transformation

7 Things Executives Need to Know Now

INTRODUCTION

Today's Custom Door Market: Give Buyers the Seamless Sale They Want

For custom doors sales, it's not a zero-sum game of enabling purchase online or conducting all sales via dealers, distributors and showrooms. Buyers want the ability to engage with the product in an immersive way online but also get the expert support they need to feel confident in a high-stakes purchase. The big learning from Threekit's Custom Online Buying Experience Survey? The tighter, more seamless a brand can make the interplay between the two, the higher the likelihood of success.*

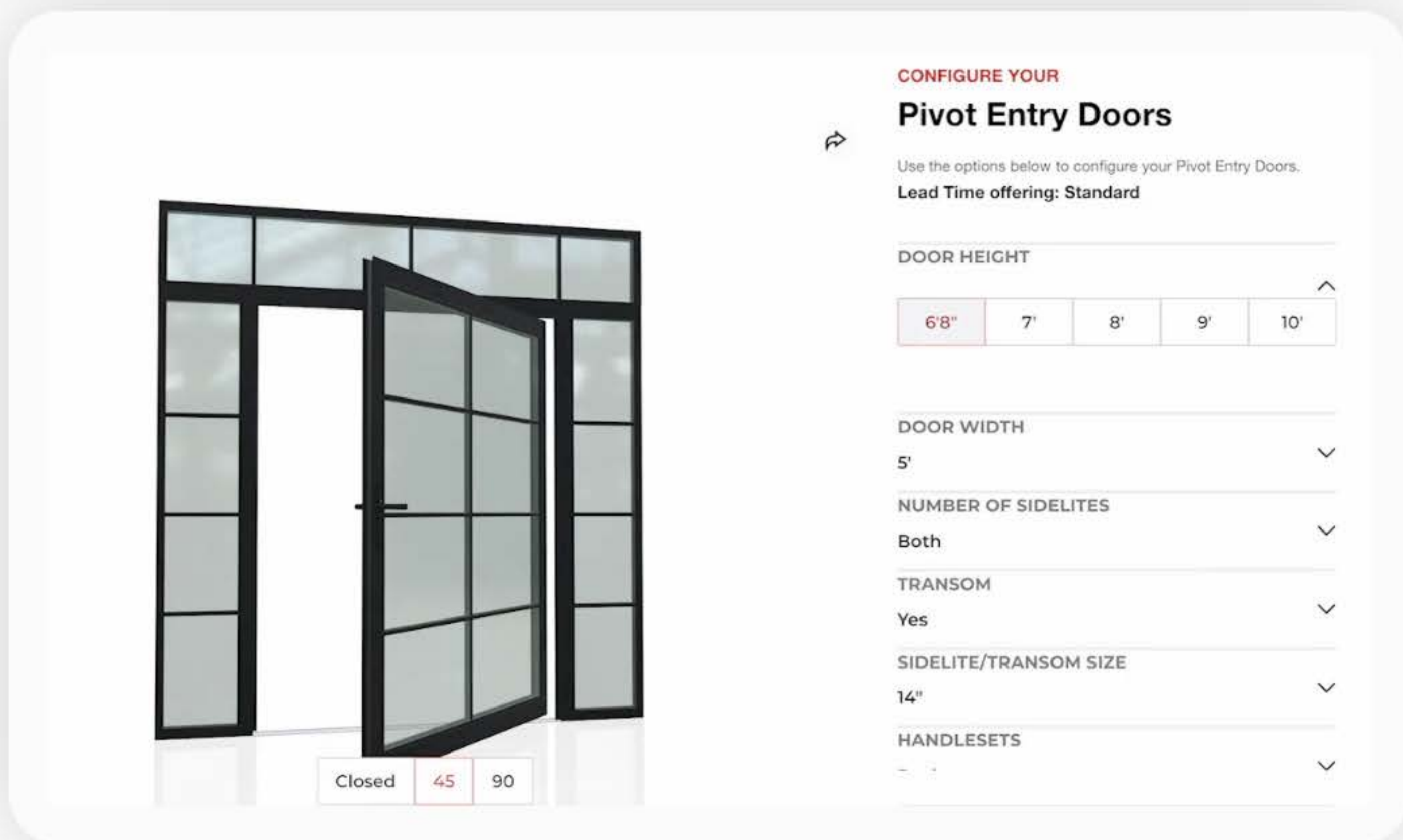
*Survey details methodology on back cover



1. Customers Want Buying Process Continuity

69%

shoppers said they were “unlikely” to continue the buying process by visiting the showroom based on the brand’s website experience

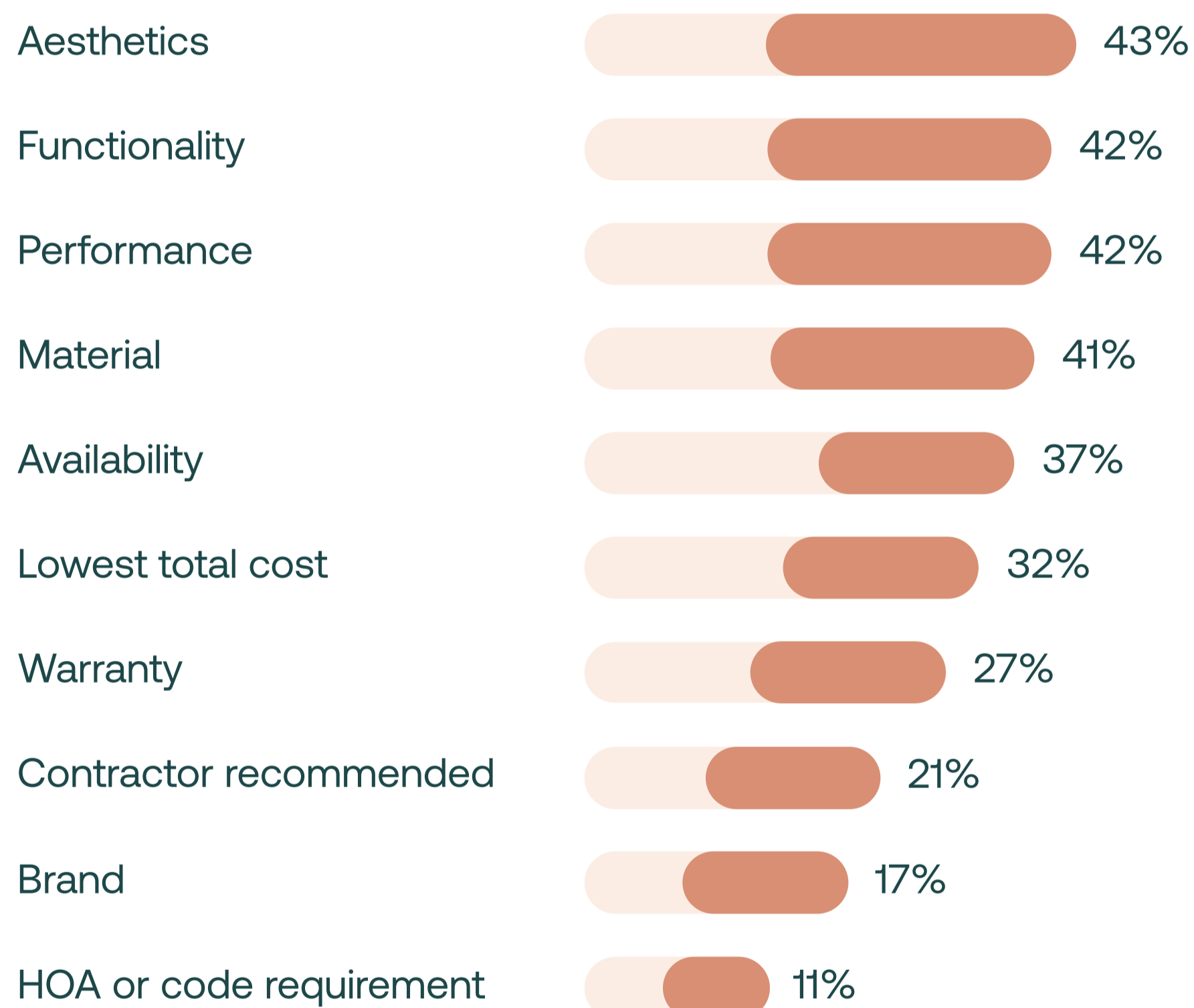


Insight: When it comes to online-to-offline custom door sales, buyers want an intuitive experience and very clear next steps at every stage.

2. Door Aesthetics are Consideration #1



Entry & Interior Doors



Insight: You must communicate a door's beauty and style above everything else. This means investing in the product visual experience online.

3. Ready or Not... Your End-Users are Shopping Your Site



Insight: Even for complex products that typically require expert assistance, end-users expect a digital experience that mimics eCommerce. They want to do as much research and self-service as possible.



Only

25%

of leading brands are providing an end-user configuration experience today



4. Provide Tools with the Beginner in Mind



Insight: Yes, buyers want to help themselves before talking to sales—but the experience needs to empower, not frustrate.

Only

40%

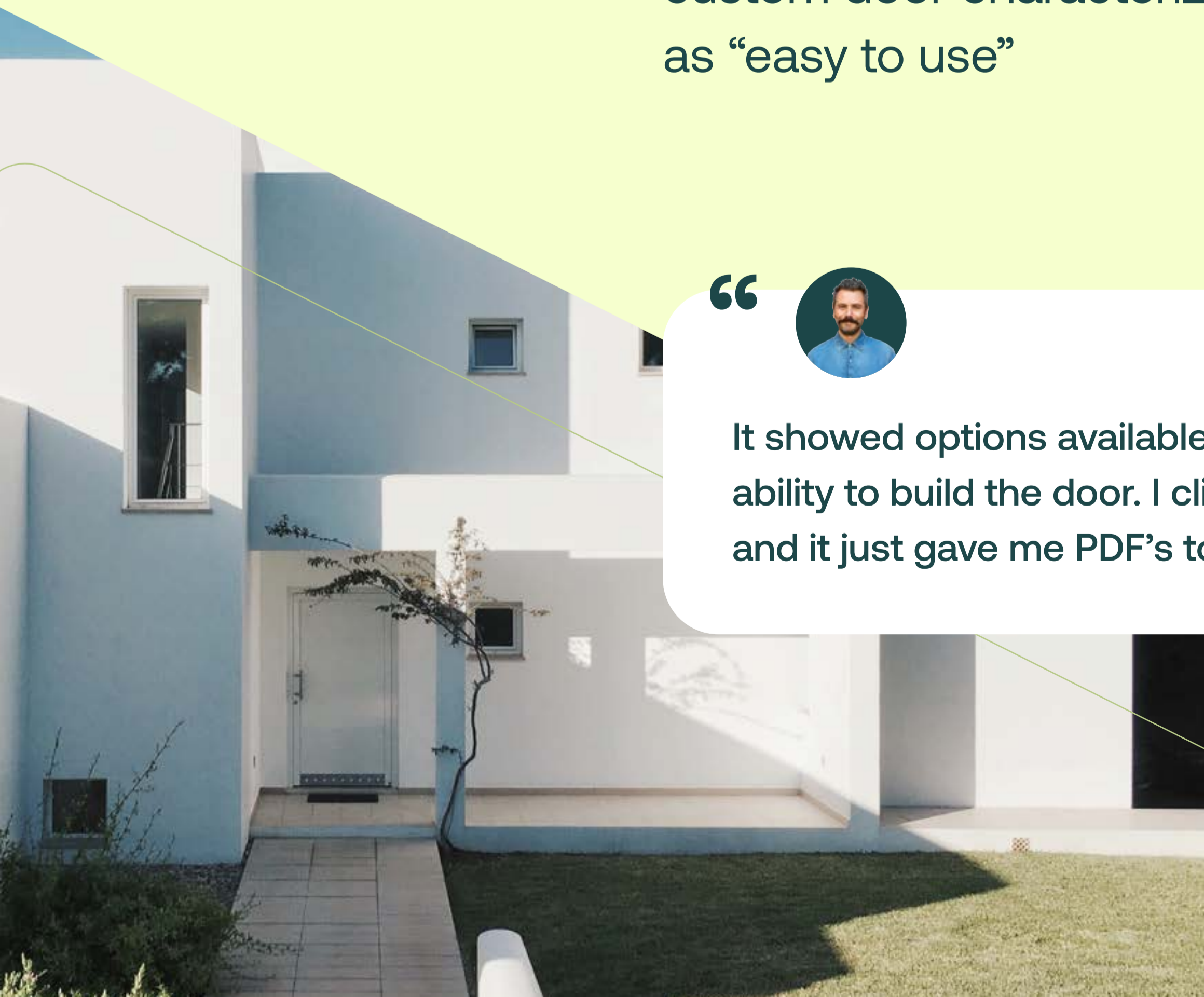
of shoppers who were able to configure a custom door characterized the experience as “easy to use”

“



It showed options available, but did not offer the ability to build the door. I clicked on "3D image" and it just gave me PDF's to download.

”



5. Fast Follow-up FTW

77%

of customers who submitted online forms did NOT receive a personal follow-up within 24 hours

“



The lack of response to my online form would make me less likely to select <brand> compared to whatever vendor I ultimately go with.

”

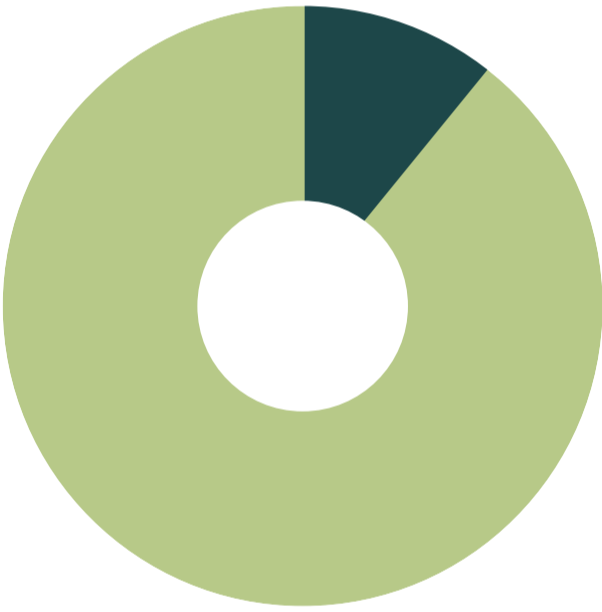


Insight: Shoppers understand that they need the help of sales to facilitate purchase, but they grow easily frustrated if follow-up takes too long. Consider it a race to talk to them with the first responder getting a breakaway advantage.





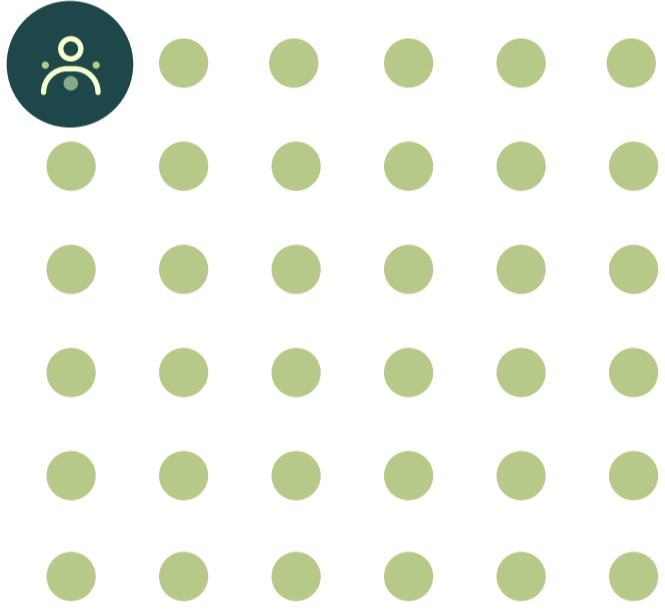
6. The Basics Matter (Even for Custom Doors)



Only

10%

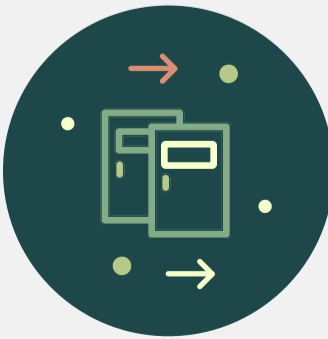
of shoppers were able to get an idea of pricing via the online experience



out of

1 40

shoppers were able to get a sense of lead time



Insight: Buyers want to know pricing and timing as soon as possible. Either provide it or help them understand why it takes a little time.

7. Brand is King and Buying Experience Helps Win the Throne



Insight: There is a massive opportunity for any brand that invests in its digital product experience. It provides the best, most scalable method for differentiating your brand and driving preference in a category of perceived parity.



4.5 out of 10

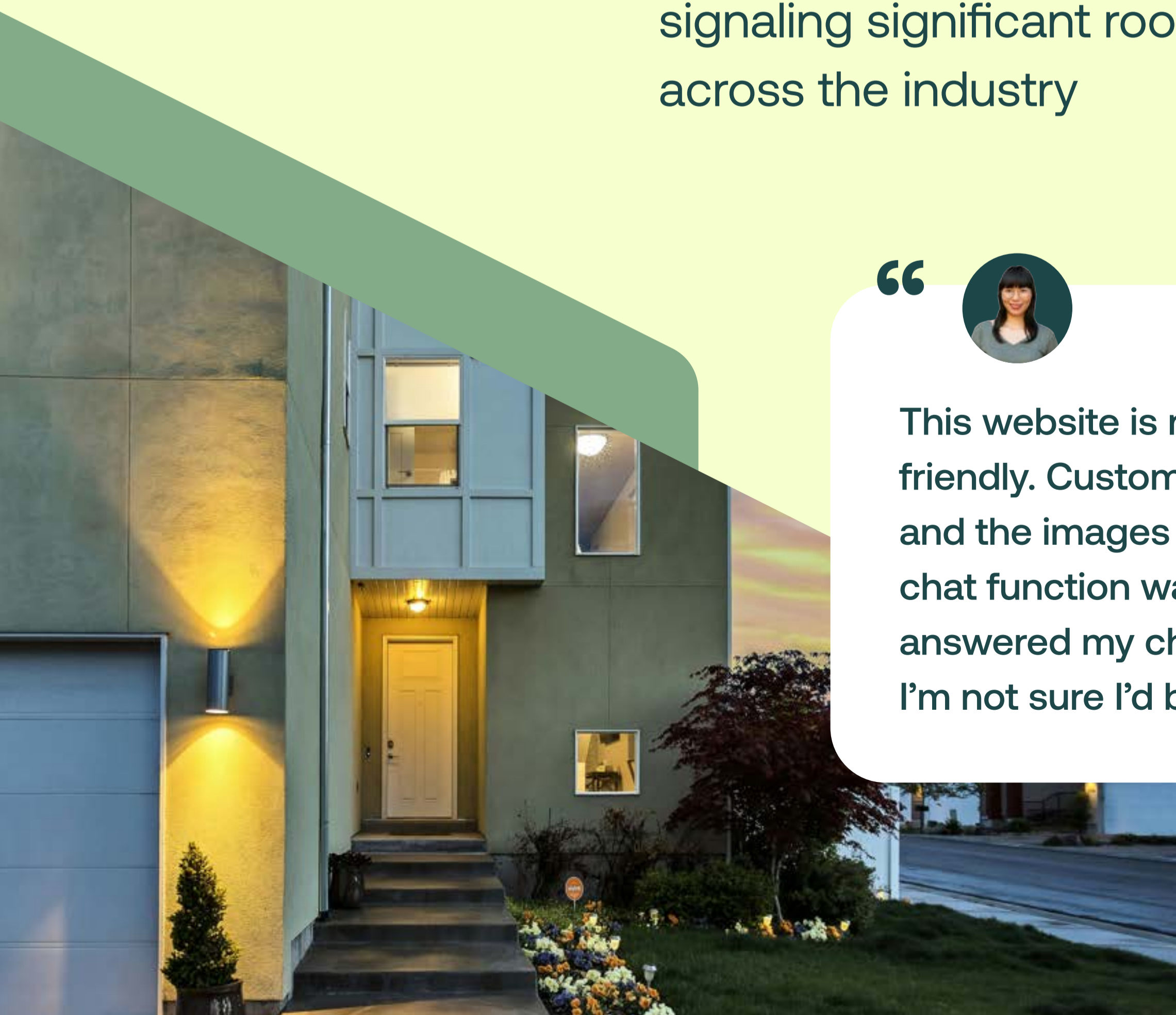
Shoppers overall average rating for digital buying experience was 4.5 out of 10—signaling significant room for improvement across the industry

“



This website is not direct-to-consumer friendly. Customizing the doors is not easy and the images are difficult to decipher. The chat function was working but no one answered my chat and I was #1 in the queue. I'm not sure I'd buy from this company.

”



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Research Methodology: Threekit teamed up with independent shopping research company, Sinclair Customer Metrics, to uncover buying experience insights for ten of the industry's top door companies: JELD-WEN, Pella, Andersen, Masonite, Therma-Tru, Marvin, Simpson, Tru-Stile, Kolbe and Weather Shield. Several participants were tasked with visiting all ten companies' websites and rating their digital experience, including finding the product, exploring its features, configuring it and getting assistance to complete the purchase.