

How Room Planning Increases Profits

Utilizing the Icovia room planner in your sales process has many immediate benefits including differentiating your store from competitors and engaging prospects early in the sales process. Once customers have planned their living space on your Icovia room planner they become lifelong buyers returning to your store every time they want to update a floor plan or buy furniture.

Room planning also decreases the average cost of sales per order as prospects start arriving in your store with floor plans of their rooms and icons representing the furniture they want to buy. Your sales associates will enjoy a more efficient sales process.

Knowing the product will fit in the prospects space will decrease product returns and increase customer confidence as well as identify available space for upsell opportunities.

Room planning with Icovia allows your sales and design staff to engage with your customers outside the store experience by allowing them to email plans to each other and collaborate online. All of these reasons create a strong argument why each retailer should explore the inclusion of room planning in their sales process today.

Proven Results

Jordan's Furniture averages eighty new customers a month from existing customers that email their friends, family and interior designers from the room planner. With this 'word of mouth' marketing the Icovia room planner can pay for itself in a very short period of time.

Effortless to Launch

You can have a private-labeled Icovia room planner up and running in just a few days at an affordable price. Don't have the time or resources to work this onto your website? With Icovia you do, Hookumu handles the setup and hosting, all you need to do is add one link to your website, we handle the rest!

Catalog Integration

Display furniture information directly in the room planner including exact dimensions, product descriptions and even photos of the furniture. Using your product catalog database or building one from scratch this can be accomplished in just a couple of weeks.

icovia™ room planner

VISIT US IN HIGH POINT

Come see Icovia in action, ask us questions and take advantage of show specials we will have running at the 2004 Fall Market in October.

Visit us in the Retail Resource Center on the 12th floor of the IHFC building.

WWW.ICOVIA.COM

Hookumu inc
intelligent web applications

For more information

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IN THE MARKETPLACE

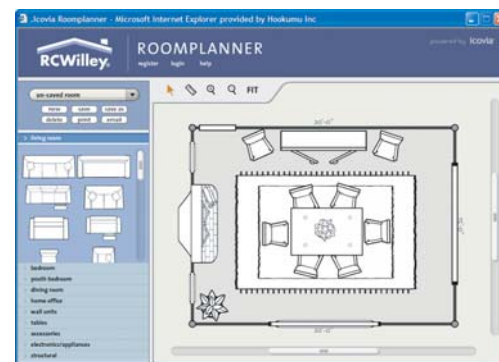
Jordan's Furniture



Raymour & Flanigan



RC Willey



Other retailers & manufacturers using Icovia include:

- Belfort Furniture
- Big's Bedrooms
- The Bedroom Source
- The Luxury of Leather

Hookumu is a web design and consulting firm that produces the Icovia room planner product for retailers, manufacturers and Interior Designers.

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icovia™ *room planner*

CUSTOMER TESTIMONIALS

"Hookumu's Icovia has worked very well for us. We've seen very positive results in the first months and have calculated a very short term ROI period. Hookumu is among the best technology partners we've worked with distinguishing itself as an extremely competent, energetic and fair group of people."

Peter Clark
Director Information Systems
Jordan's Furniture

"Bose was looking to add a unique and memorable experience to bose.com that was representative of the Bose image, brand and reputation. Hookumu's creation combines a personalized user-experience with a revenue-generating, e-business application, delivered within our aggressive time frame, all of which were critical to the success of the project."

Amanda Cooley
Manager, Interactive Tools and Services
Bose Corporation

"We have received nothing but praise from our sales "Rave reviews regarding the room planner! It is simple to use and an easy way to get the customer excited about planning their room. I have been successful in adding extra pieces to several rooms, including rugs and accessory tables! (\$\$\$). "

Sales Associate
Jordan's Furniture

"We have received nothing but praise from our sales associates and customers concerning our newly launched Icovia room planner. As a company, we are reaping the benefits of satisfied customers."

Mike Woodward
Director Information Systems

R.C. Willey

"Just used it Saturday with a customer who did not have exact dimensions but we were able to spin the desk and return three different ways to give the customer the understanding that many options were possible. Also, on at least three occasions I have taken the exact dimensions, plugged them into Icovia and closed deals!"

Sales Associate
Jordan's Furniture

"A new software package by Hookumu Inc...turn(s) out to be one of the very best...snazzy: easy, efficient, and eminently customizable"

The Boston Globe

"Customers expect a high level of service from us, making the addition of Icovia a natural step."

Josh Tatelman
Merchandise Strategy Manager
Jordan's Furniture

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