

Interchange Group



KI supplied Interchange Group with conference and presentation room furniture for their Flitwick offices.

'The Perry chairs are comfortable and stack very easily. Their simple elegance complements the clean minimalist design of the presentation areas. The folding Barron tables are versatile and easy to re-arrange or store.'



Yvonne Taylor, Project Manager for Interchange Group

Interchange Group is a market leader in customer relationship management. Adopting a consultative approach to sales and marketing processes, Interchange group invested in the client presentation areas to enhance their enviable customer retention ratio. According to Marketing Manager David Wade, the decision to refurbish the presentation areas and install quality audio visual equipment and furniture was primarily taken to build on Interchange Group's competitive edge: 'We're the largest European provider of CRM, but over the last two years competition has greatly increased. It is important for us to be able to tell our customers about our unique solutions and to do it in the right environment. We've had many major customers through here since the new presentation areas were opened. They've been wowed!'



Working with KI dealer Claremont, Yvonne Taylor looked at a number of furniture suppliers before choosing KI. 'We really liked the quality, and the ten year guarantee. We plan to use the area for external and internal meetings almost continuously.'

Location	Flitwick, Bedfordshire
Dealer	Claremont
Products	Perry Seating Barron Tables



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