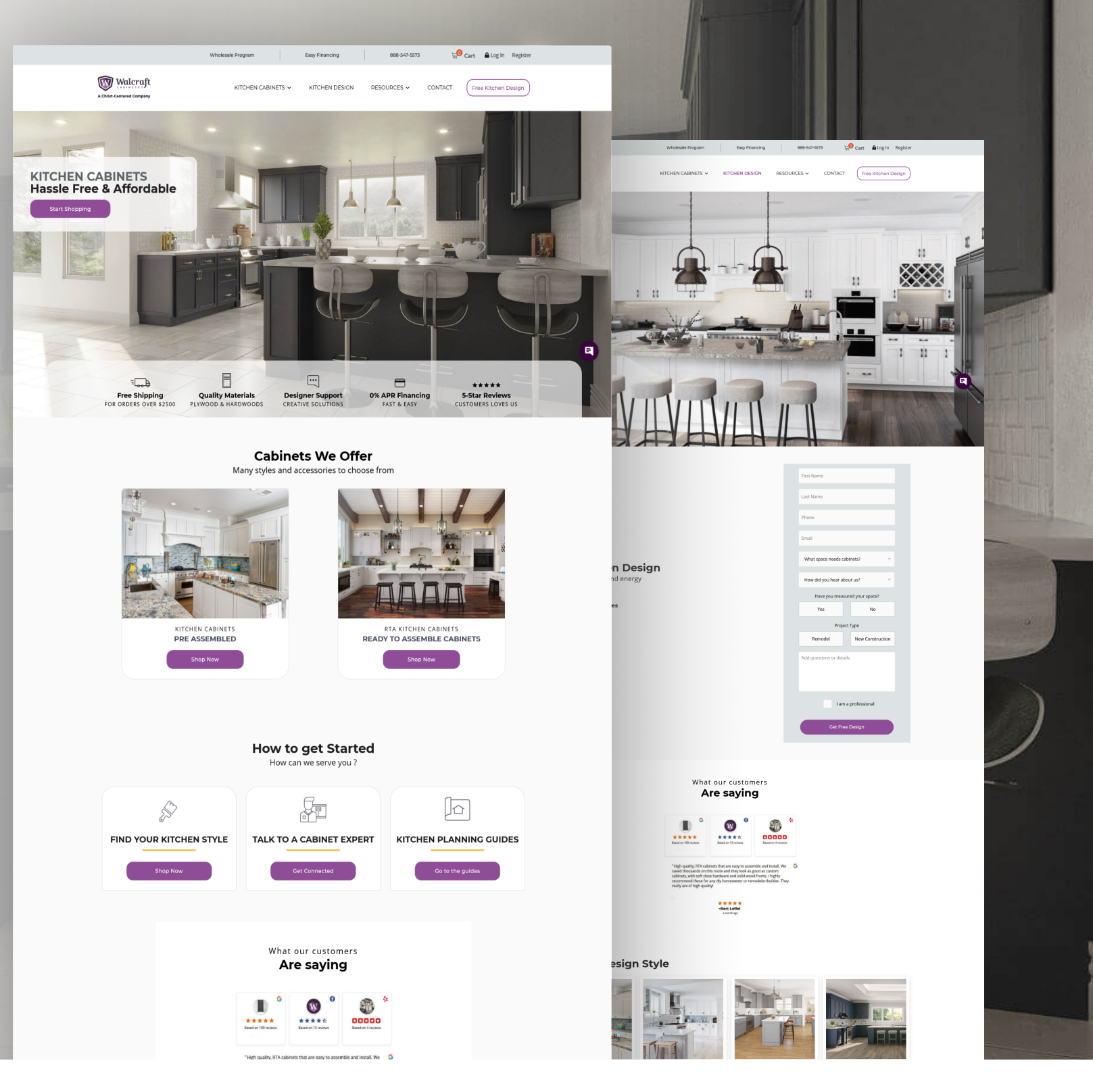
Walcraft
CABINETRY
A Christ-Centered Company


KITCHEN CABINETS
Hassle Free & Affordable
Cabinets We Offer
Many styles and accessories to choose from
PRE-ASSEMBLED
READY TO ASSEMBLE CABINETS
How to get Started
FIND YOUR KITCHEN STYLE
TALK TO A CABINET EXPERT
KITCHEN PLANNING GUIDES
What our customers
Are saying
Design Style

Walcraft Cabinetry

A premium online marketplace for the kitchen of your dreams.

Client
Sean Walsh

Tools
WooCommerce, Wordpress

Industry
Kitchen Cabinets

Duration
3-4 Months

Abstract

Walcraft Cabinetry is a well-known company that offers pre-assembled and ready-to-assemble kitchen cabinet solutions customized as per customer demands. As the majority of their customers were wholesalers, Walcraft recognized a need to boost their eCommerce platform in order to improve order management, build a strong clientele, and automate their internal processes. For this requirement, they reached out to Technocrats Horizons. Their idea was to create an attractive and seamless website with an enhanced customer experience that will effectively capture the US market. The professionals at Technocrats Horizons evaluated their needs at once and elevated their eCommerce platform to match the impressive product portfolio with immaculate solutions.

Walcraft Cabitnery - An Insight

- Founded in 2016 by Sean Walsh, Walcraft Cabitnery has morphed into an industry leader delivering top-of-the-state, customized, and affordable kitchen cabinets through their online cabinet company.
- Their vision is to build a lasting relationship with their clients with a promise to enlighten, strategize, provide continuous support, deliver beyond expectations, and aim for excellence.

Sean Walsh
Sean, Walcraft Project Manager

8 Major Obstacles We Overcame

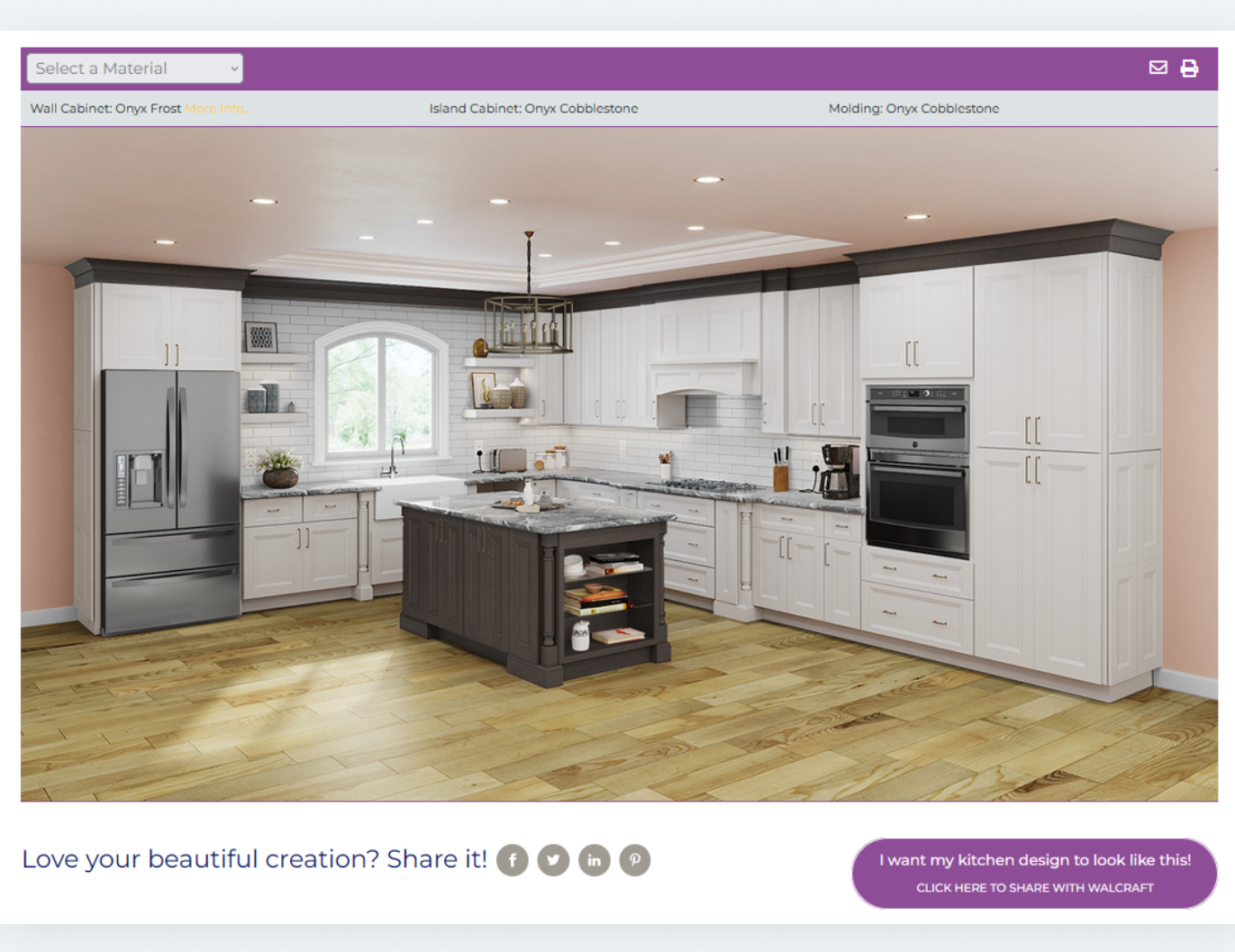
We evaluated all the major issues of the clients that were hampering their growth and crafted comprehensive solutions after extensive analysis and skillful solutions deployment.

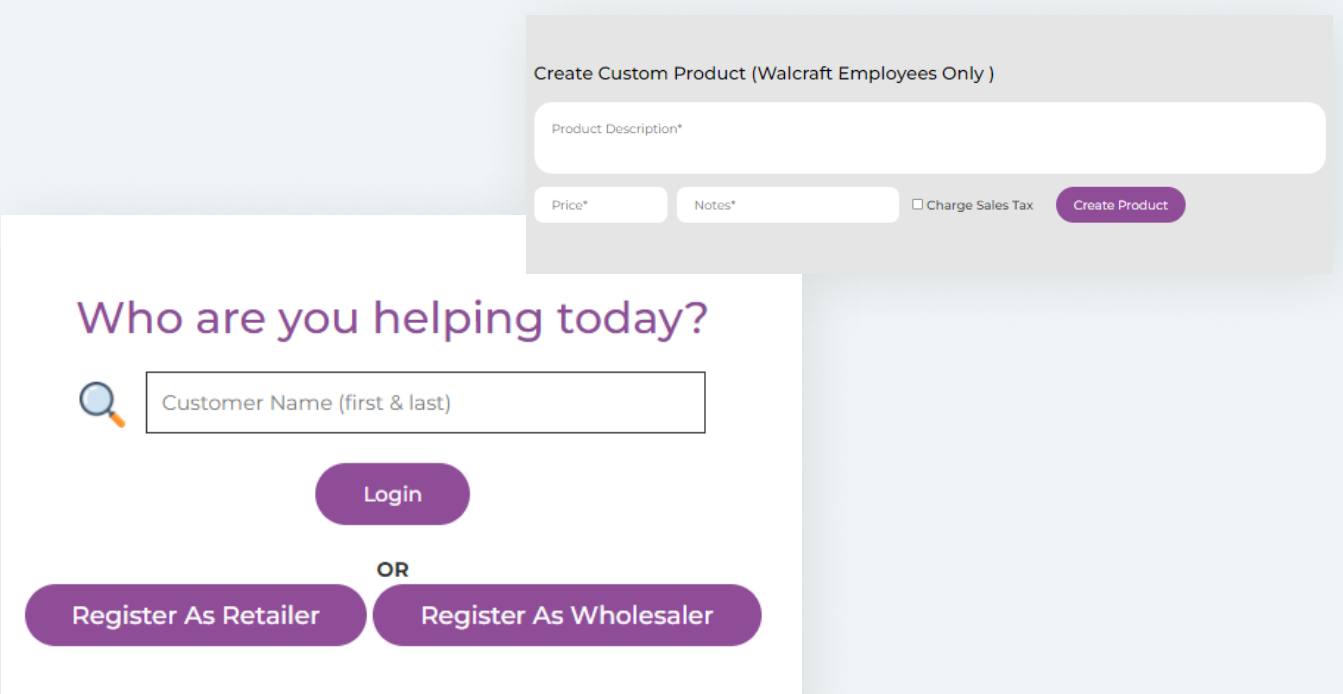
Problem:

Lack of visualization techniques to entice the customers' mind

Solution:

Virtual Design Tool: One of the main concerns of the consumer is making sure that specific product categories, like furniture, generally match their interior style flawlessly. Therefore, we integrated a virtual kitchen design tool, where customers are able to mix and match the cabinets, countertops, tiles, colors, and appliances according to their vision. This feature leaves a significant impact on a customer's psyche and assists in convincing the customers to make their buying decision.


Select a Material
Wall Cabinet: Onyx Frost
Island Cabinet: Onyx Celebrations
Molding: Onyx Celebrations
Love your beautiful creation? Share it!
I want my kitchen design to look like this!
CLICK HERE TO SHARE WITH WALCRAFT


Create Custom Product (Walcraft Employees Only)
Product Description*
Price*
Retail*
Charge Sales Tax
Create Product
Who are you helping today?
Customer Name (first & last)
Login
OR
Register As Retailer
Register As Wholesaler

Problem:

Persuading busy customers to make the buying decision

Solution:

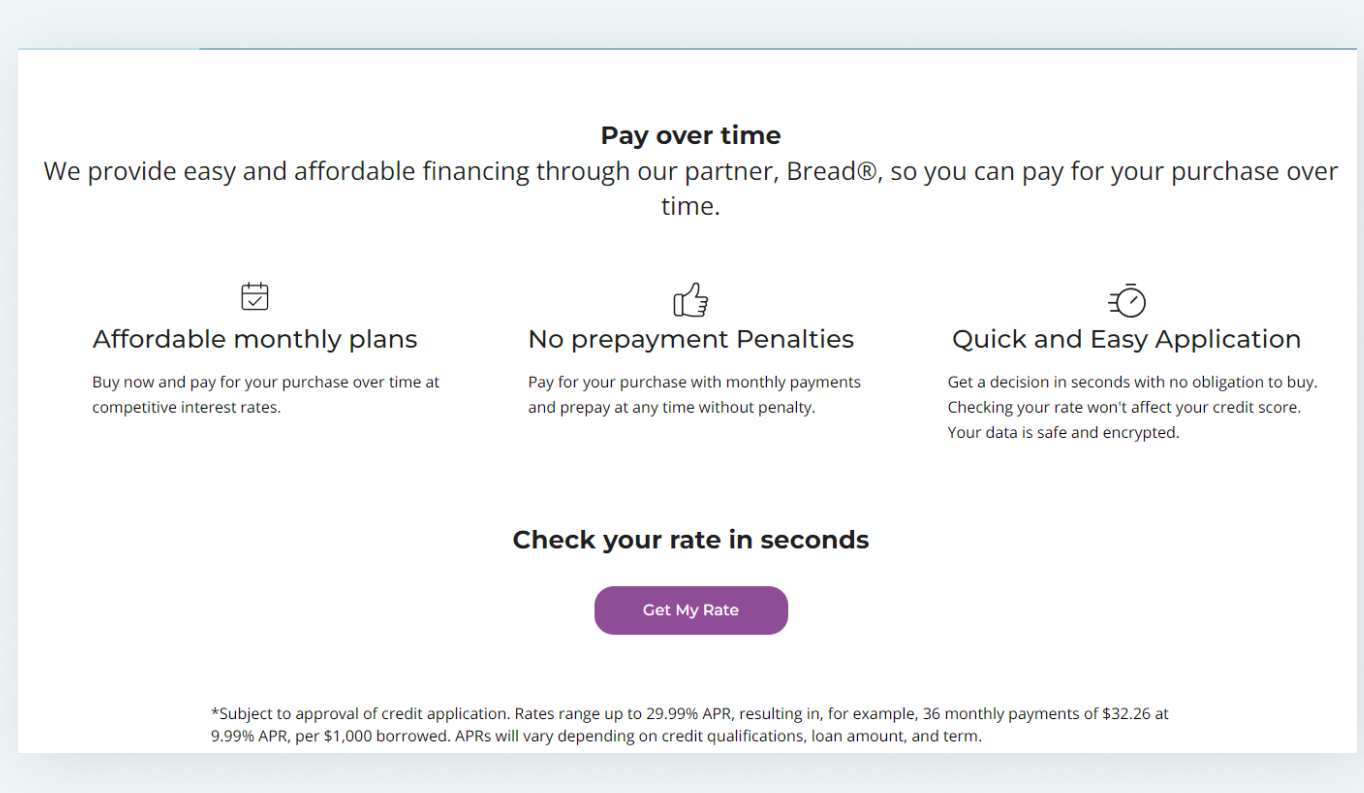
Employee Portal: It can be difficult to persuade customers to make a purchase while they are preoccupied. To help those clients and wholesalers who were too busy to physically supply the order details, we, therefore, developed an employee portal. We gave each employee a different set of responsibilities and powers, and a specialist was given the freedom to select the ideal kitchen layout for each client.

Problem:

Customers facing troubles in making a one-time payment

Solution:

Financing Gateway: Our team suggested a viable option to increase the customer range of the client. Some customers are skeptical to spend such a large amount on online purchases, hence we created an easy payment option for the customers where they would be able to pay in installments. We integrated Bread Financial gateway to simplify the installment payment system.



Pay over time

We provide easy and affordable financing through our partner, Bread®, so you can pay for your purchase over time.

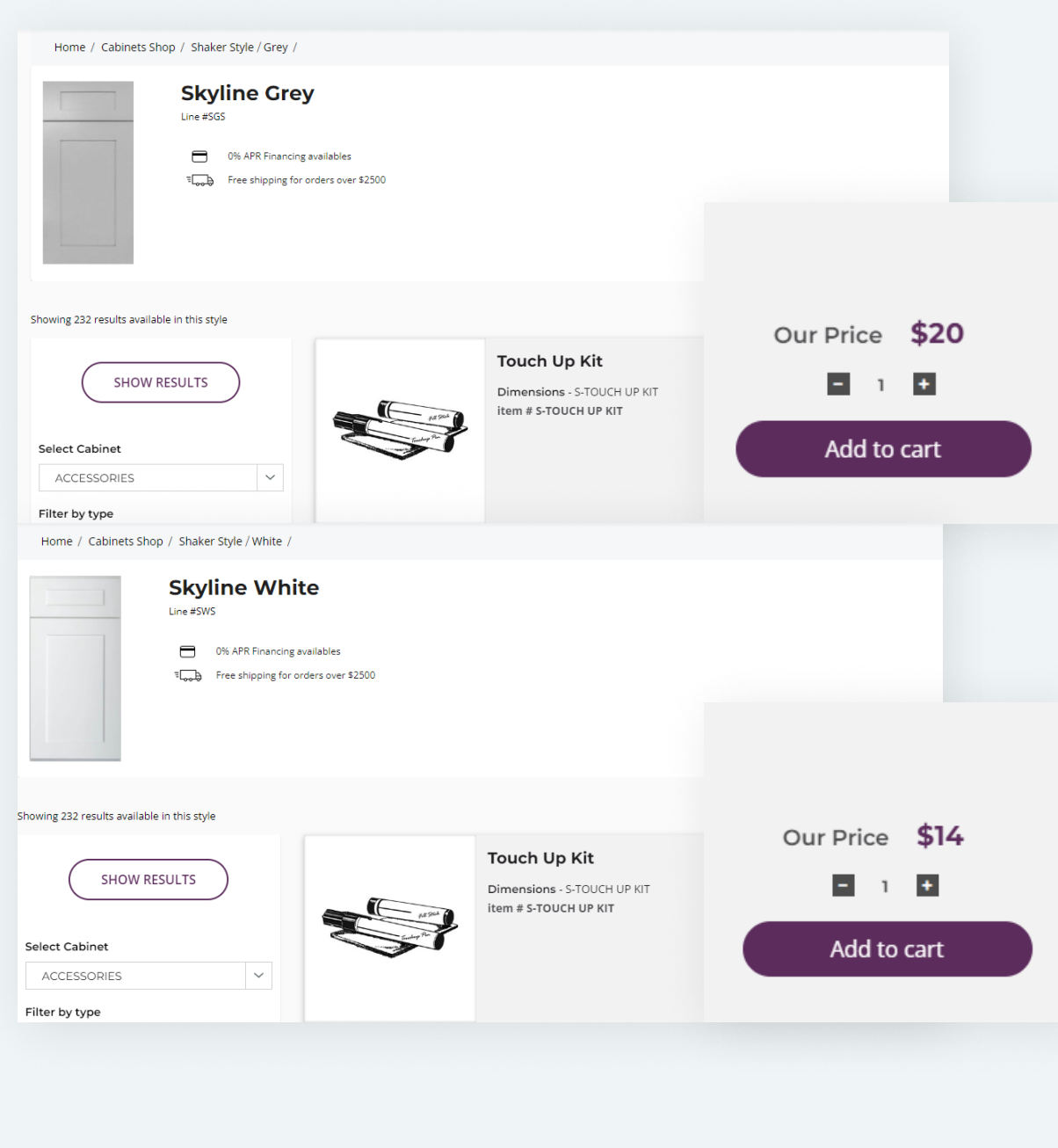
Affordable monthly plans
Buy now and pay for your purchase over time at competitive interest rates.

No prepayment Penalties
Pay for your purchase with monthly payments and prepay at any time without penalty.

Quick and Easy Application
Get a decision in seconds with no obligation to buy. Checking your rate won't affect your credit score. Your data is safe and encrypted.

Check your rate in seconds

*Subject to approval of credit application. Rates range up to 29.99% APR, resulting in, for example, 36 monthly payments of $32.26 at 9.99% APR, per $1,000 borrowed. APRs will vary depending on credit qualifications, loan amount, and term.


Home / Cabinets Shop / Shaker Style / Grey /
Skyline Grey
SHOW RESULTS
Select Cabinet
ACCESSORIES
Filter by type
Touch Up Kit
Our Price $20
1
Add to cart
Home / Cabinets Shop / Shaker Style / White /
Skyline White
SHOW RESULTS
Select Cabinet
ACCESSORIES
Filter by type
Touch Up Kit
Our Price $14
1
Add to cart

Problem:

Time-consuming and complicated price modification process

Solution:

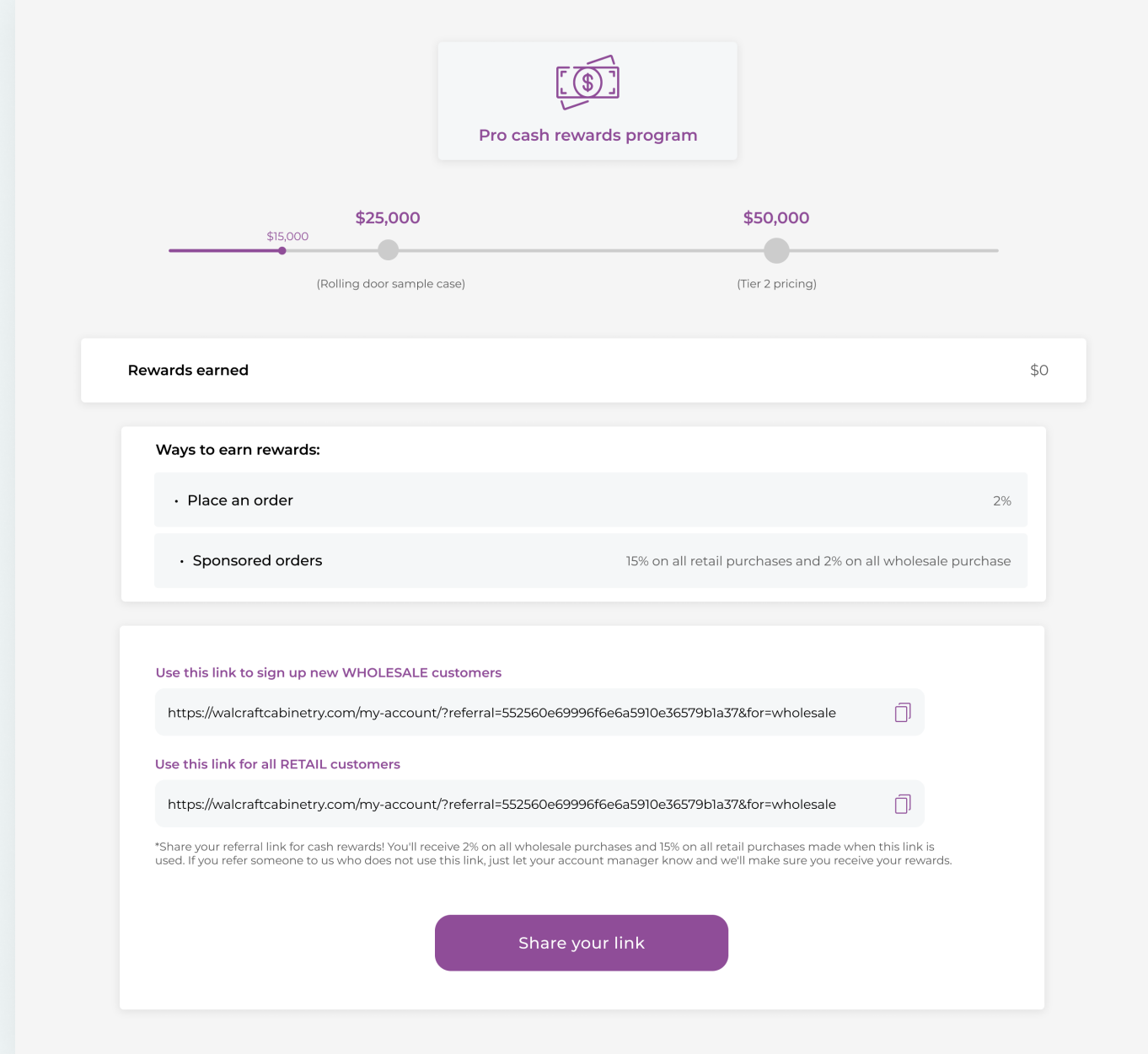
Automated Price Management: The client had a difficult time keeping up with the changing price and updating it for the customers. In order to enable the client to quickly adjust the pricing for a certain product, brand, color, or type, we created a backend integration. Both the front end and the clients' carts will reflect these improvements. To reduce the client's computation time for checkouts and logistics, tools for easier pricing conversion and state-specific tax rate conversion were also incorporated.

Problem:

Lack of client-building and referral initiatives

Solution:

Procash Rewards: Having an expansive customer base largely depends upon word-of-the-mouth publicity. We used this technique to bolster their clientele` by creating a loyalty program. Discounts and commissions are offered to wholesalers who refer Walcraft Cabitnery to other wholesalers. A unique homeowner portal where the customers are encouraged to upload cabinet overviews, 3D outlines, and the final products to give the social media audience an insight into our proficiency and work portfolio. To reassure this, we introduced an exclusive offer where the clients would get a special discount for sharing the final results on social media.


Pro cash rewards program
$15,000
$25,000
(Rolling door sample case)
$50,000
(Tier 2 pricing)

Rewards earned $0

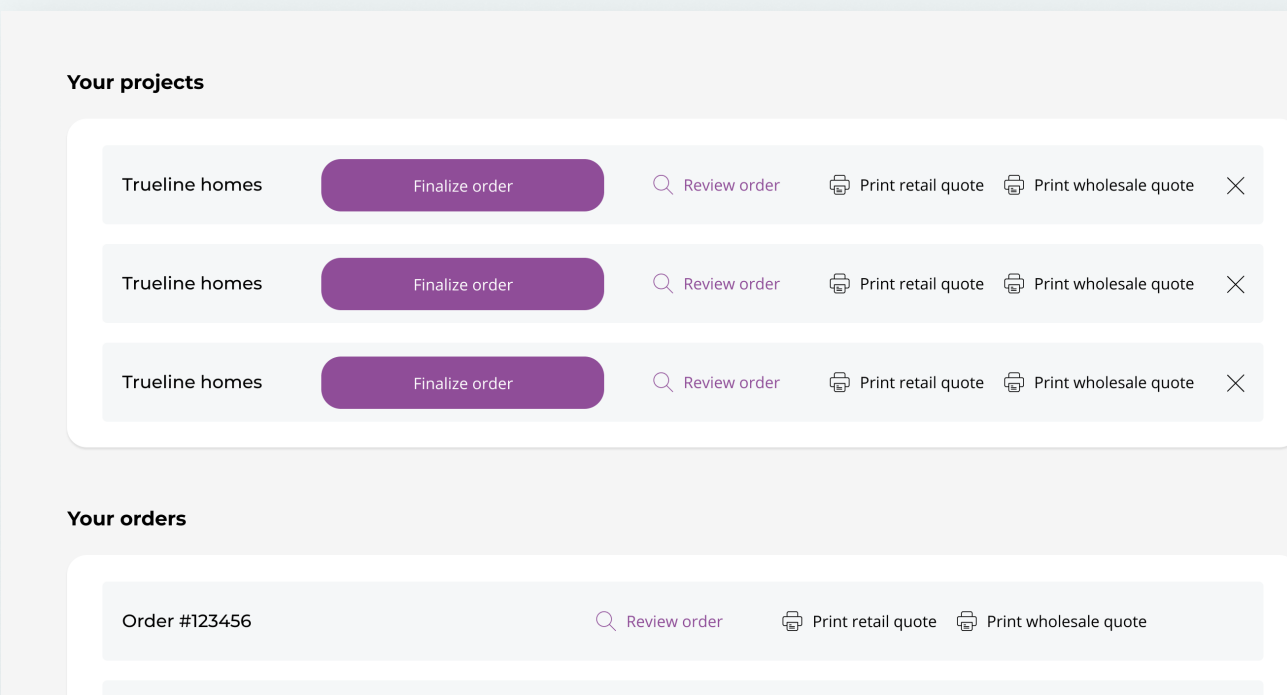
Ways to earn rewards:
- Place an order 2%
- Sponsored orders 15% on all retail purchases and 2% on all wholesale purchase

Use this link to sign up new WHOLESALE customers
https://walcraftcabinetry.com/my-account/?referral=552560e69996f6e6a5910e36579b1a37&for=wholesale

Use this link for all RETAIL customers
https://walcraftcabinetry.com/my-account/?referral=552560e69996f6e6a5910e36579b1a37&for=wholesale

*Share your referral link for cash rewards! You'll receive 2% on all wholesale purchases and 15% on all retail purchases made when this link is used. If you refer someone to us who does not use this link, just let your account manager know and we'll make sure you receive your rewards.

Share your link

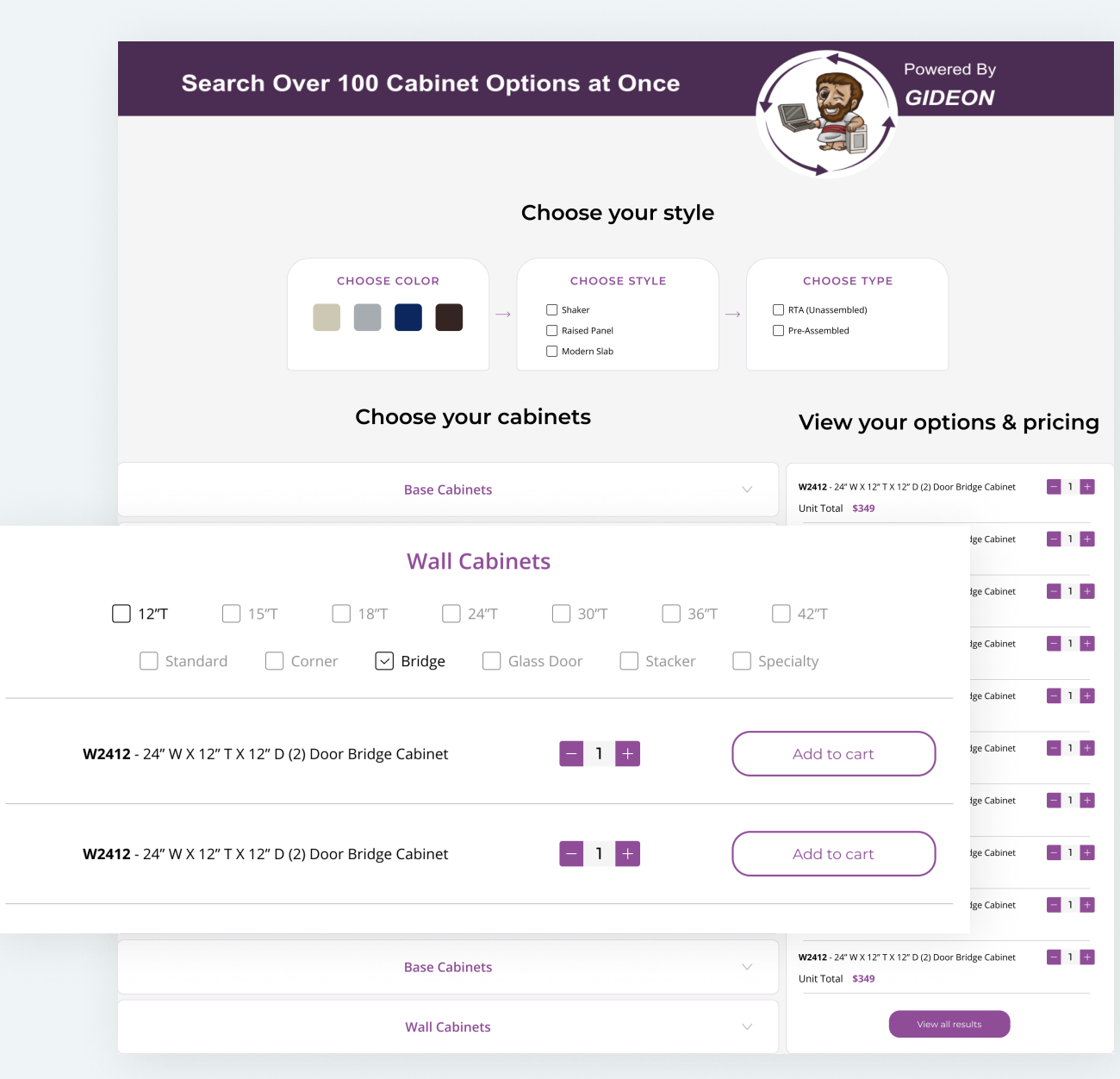

Your projects
Trueline homes
Finalize order
Review order
Print retail quote
Print wholesale quote
Trueline homes
Finalize order
Review order
Print retail quote
Print wholesale quote
Trueline homes
Finalize order
Review order
Print retail quote
Print wholesale quote
Your orders
Order #123456
Review order
Print retail quote
Print wholesale quote
Order #123456
Review order
Print retail quote
Print wholesale quote
Order #123456
Review order
Print retail quote
Print wholesale quote

Problem:

Difficulty in managing bulk orders placed by wholesalers resulting in a time-consuming ordering process

Solution:

Project Lists: Our team suggested integrating customized project lists to make it easier for wholesalers to choose each item when placing an order. By adding products just once and accessing them several times for reordering, these lists help distributors save time. Moreover, it really helped our client in managing bulk orders by saving the kitchen's dimensions, product types, and preferences.

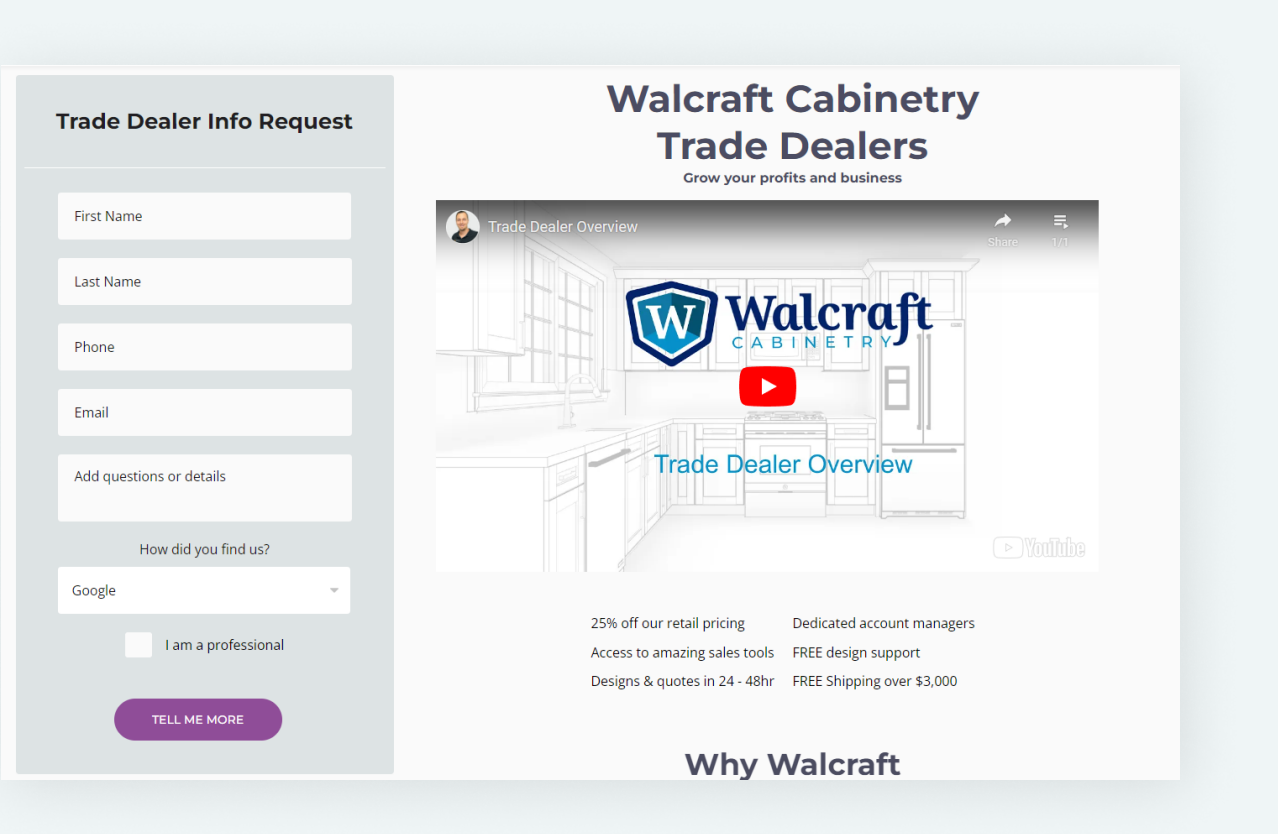

Search Over 100 Cabinet Options at Once
Powered By
GIDEON
Choose your style
CHOOSE COLOR
CHOOSE STYLE
☐ Shaker
☐ Raised Panel
☐ Modern Slab
CHOOSE TYPE
☐ RTA (Unassembled)
☐ Pre-Assembled
Choose your cabinets
View your options & pricing
Base Cabinets
Wall Cabinets
☐ 12"T
☐ 15"T
☐ 18"T
☐ 24"T
☐ 30"T
☐ 36"T
☐ 42"T
☐ Standard
☐ Corner
☑ Bridge
☐ Glass Door
☐ Stacker
☐ Specialty
W2412 - 24" W X 12" T X 12" D (2) Door Bridge Cabinet
1
Add to cart
W2412 - 24" W X 12" T X 12" D (2) Door Bridge Cabinet
1
Add to cart
Unit Total $349
Base Cabinets
Wall Cabinets
View all results

Problem:

Low bounce rate due to hardships faced in convincing the customers as to why they should buy their products (over their competition)

Solution:

Gideon: It is tricky to turn a potential customer into a buyer, so we did a full analysis of what motivates a customer to buy. For enhanced customer experience and conviction, we created an exclusive comparison tool. Gideon assists the customers in visualizing the dimension-specific price, features, and specifications differentiation in other brands to encourage informed decision-making.


Trade Dealer Info Request
First Name
Last Name
Phone
Email
How did you find us?
Google
I am a professional
TELL ME MORE
Walcraft Cabinetry
Trade Dealers
Enter your profile and business
Walcraft
CABINETRY
Trade Dealer Overview
25% off our retail pricing
Dedicated account managers
Access to amazing sales tools
FREE design support
Designs & quotes in 24 - 48hr
FREE Shipping over $2,000
Why Walcraft

Problem:

Problems in effective and centralized lead management

Solution:

Active Campaign: Having an unorganized internal system often leads to a loss in one form or the other. Our team of experts analyzed the operational structure of the client's organization and suggested implementing a powerful CRM tool. We integrated Active Campaign as an automation tool to effectively manage and assign leads through the sales funnel. This API also assisted in simplifying the clustered follow-up process for the client's staff.

Creating A Seamless Kitchen Marketplace For Optimum Customer Satisfaction

Our team aspired to create a holistic solution that provides easy accessibility, smooth navigation, and a satisfying experience for the customers. Since the client had specific pain points with constructive ideas, we focused on bringing their conception to fruition. So, Walcraft collaborated with Technocrats Horizons to get their needs fulfilled with innovative technological solutions. Since our work ethics and professionalism were perfectly aligned with those of the clients, we were able to execute the job to their maximum satisfaction.

01
Wireframe

02
Frontend Designing

03
Add Custom Features

04
Functionality Development

05
CRM

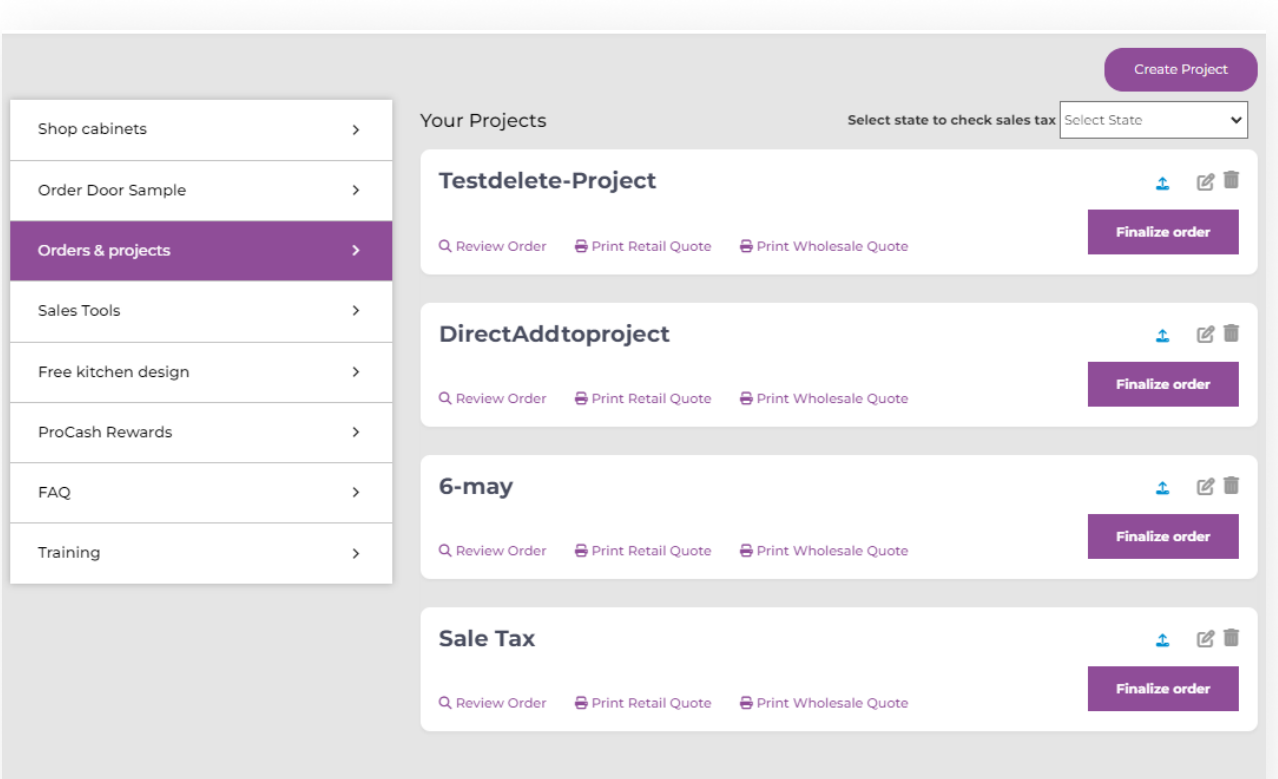
06
Debugging

07
Final Implementation

08
Timely Upgradation

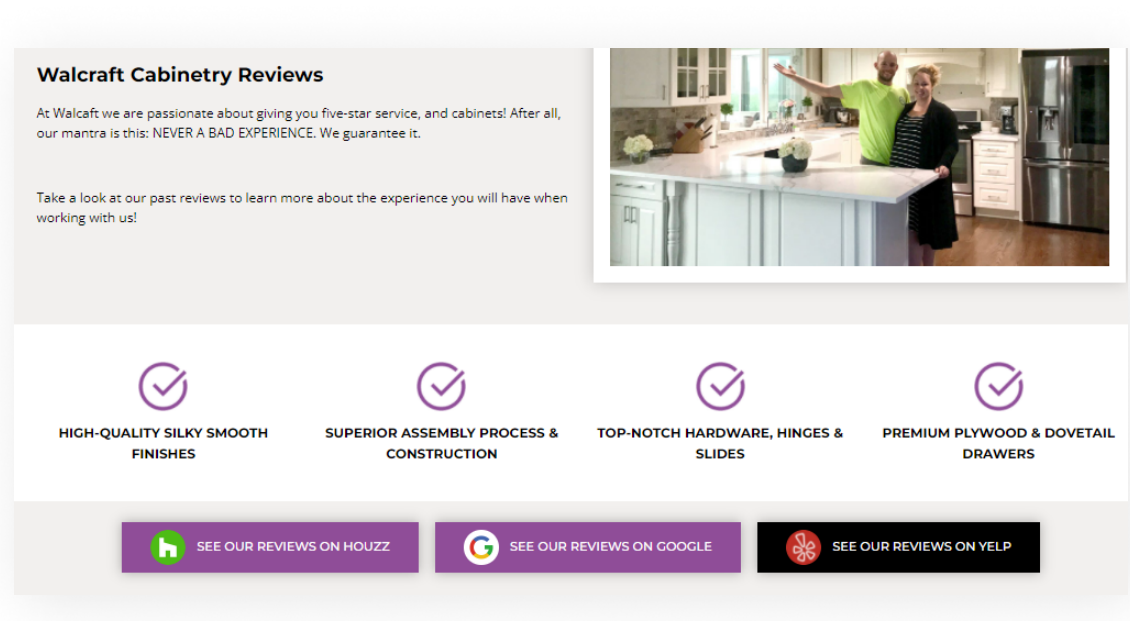
Outcome And Features

With the help of our custom-designed functionalities built with industry-leading features, the client was able to meet the emerging trends and transform into a user-centric kitchen marketplace platform. The client was able to project their ideas into reality thanks to our solutions like Gideon and project lists.


Create Project
Shop cabinets
Order Door Sample
Orders & projects
Sales Tools
Free kitchen design
ProCash Rewards
FAQ
Training
Your Projects
Select state to check sales tax
Select State
Testdelete-Project
DirectAddtoproject
6-may
Sale Tax
Review Order
Print Retail Quote
Print Wholesale Quote
Finalize order
Create Custom Product (Walcraft Employees Only)
Product Description*

Innovative Features of Walcraft Cabinetry Website:

- Varied login types specifically made for users, wholesalers, employees, and admin to save customers time.
- Social media promotion option for the customers to generate leads
- Wishlist and order history options to manage bulk orders and repeat customers
- Project lists features that offer discounts and commissions for referrals.
- Gideon: an exclusive comparison tool that allows buyers to compare brands and products depending on the size specifications
- Streamlined leads management and task assignment
- A virtual interface with effective visualization to attract customers
- Installment and easy rates conversion features for smooth payments
- One-click price change facility to keep up with market changes


Walcraft Cabinetry Reviews
HIGH-QUALITY SILKY SMOOTH FINISHES
SUPERIOR ASSEMBLY PROCESS & CONSTRUCTION
TOP-NOTCH HARDWARE, HINGES & SLIDES
PREMIUM PLYWOOD & DOVETAIL DRAWERS
SEE OUR REVIEWS ON HOUZZ
SEE OUR REVIEWS ON GOOGLE
SEE OUR REVIEWS ON YELP

Business Module

Driven by the aim to become the #1 Online Cabinet Company in the USA, Walcraft cabinetry's online marketplace offers pre-assembled and ready-to-assemble products to premium kitchen lovers.

Our advanced website solutions that increased their business efficiency are built with:

Woo
GRAVITY
jQuery write less, do more.
MySQL
zapier

Sean Walsh
Sean, Walcraft Project Manager

> Technocrats has done a tremendous job taking our idea from conception to execution. They did more than build out our technical needs - they worked as if they were a critical part of the Walcraft Team

Walcraft
CABINETRY
A Christ-Centered Company

Impact

We provided an effective and cohesive website solution to meet the demands of Walcraft cabinetry and incorporated futuristic features to empower their eCommerce platform. Client satisfaction and maintaining long-term relations with our clients is our topmost priority.

LET'S DISCUSS YOUR REQUIREMENTS

Contact Us At

sales@technocratshorizons.com +91-98720-99910, +1-646-860-0313

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