



PRESS RELEASE - AMSTERDAM & NYKARLEBY - 25 JANUARY 2021

Crea Design Partners Up With Smidyo for Five Times Faster Renovation Quotes

The disruptive toilet renovation service "Toilet Direct" allows customers to receive complete quotes faster than ever before.

Crea Design B.V., a construction company with their innovative service Toilet Direct (<https://toilet-direct.nl>) has chosen Smidyo Ab as their main technology provider. A traditional contact form was replaced by a Smidyo configurator with an interactive mobile-first experience allowing the customers to specify their wishes (style, budget, accessories, etc.). In addition to this, the quote creation process has been made significantly faster by implementing automatic quote calculation and PDF generation.



"Working with Smidyo saves us time. Time which we can spend on focussing on the growth of our company instead of repetitive manual work. The time saving of Smidyo is in the order of days per month! The direct mobile friendly integration on our website makes our marketing money better spent. We see an increase in requests coming in and the conversions are higher than ever. Our sales department can put more effort in following up orders and after sales. This increases conversion and contributes to a higher customer satisfaction."

Robbert Schake, CEO, Crea Design B.V.

Toilet Direct's transition to Smidyo has had several positive effects:

- Full integration with Toilet Direct's existing marketing page
- Time to create a quote has been reduced by 80%, by implementing a custom PDF template which is automatically completed with the customer's choices
- A conversion increase with the same marketing budget of 30%
- Left more time for Crea Design to spend on business development and planning, instead of manual work

This collaboration serves as Smidyo's first pilot within the construction segment, proving the quoting technology outside of the company's previous focus area of manufacturing.



"The Smidyo-based launch of Toilet Direct marks an exciting start of 2021. Our collaboration with CREA Design B.V. has provided us valuable insight into the needs of service businesses that offer an innovative online experience for their customers. We are coming out of a 3 year period of R&D and having recently finished the Startup Bootcamp accelerator, this will be our year of growth. Our vision is to enable service businesses to sell online just as easily as selling off-the-shelf products through Shopify."

Frank Sandqvist, Co-founder, Smidyo Ab.

About Smidyo Ab

Smidyo Ab is a software company founded in 2018, based in Finland and The Netherlands. The company provides a software platform for small businesses who wish to sell their services online. The platform allows for automating the price calculation and quotation process, and lets customers place orders without making phone calls or sending emails.

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About Crea Design B.V.

Crea Design is a sustainable construction company which was founded in 2017. In 2020 they launched their innovative toilet renovation service which enables customers to configure their new toilet online in a digital offering process. By intelligent processes and using modern techniques they are able to renovate a toilet in 2 days.

<https://crea-design.biz>

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Press release also available here:

<https://www.smidyo.com/blog/crea-design-partners-up-with-smidyo-for-five-times-faster-renovation-quotes>