

Take a closer look at what our clients really think of our service.



## Case Study



<b>Customer:</b>	Anglian Home Improvements
<b>Retailer:</b>	Booker
<b>Location:</b>	Tottenham
<b>Industry:</b>	Home Improvement

**“...we had 5 appointments and 2 sales from the booking at Booker with a sales value of £33,000.”**

### Client Background

Anglian Home Improvements have been established for over 50 years in the home improvements industry and have established a strong reputation for excellent customer service and high quality products.

### Mission

Anglian pursue a number of different advertising activities however they regularly use promotional events to drive sales at a range of Access Point venues. “Working with Access Point everyone is so helpful and makes the whole process of booking any event very easy. They take the pressure off all the organising and bookings.”

### Results

Carole called me and advised me of a new retailer ‘Booker’ as she thought this venue would be beneficial to Anglian due to the successes we have had with Makro stores...

we had five appointments and two sales from the event at Booker with a sales value of £33,000.”

“I was well received by all the customers who approached the stand and were very interested in the product.”

### Would You Use This Method Again?

“YES of course and will be continuing to book through Access Point. Currently in Wickes and have rebooked for next week and will be booking Booker again as well as Makro where I have been very successful.”

“Access Point are very efficient and professional and always offer a varied amount of venues for me to try. Please keep up the good work!”

**Lorraine Keeler**  
Anglian Home Improvements

access  
point



01704 544999



sales@apuk.net



www.apuk.net