

Bringing our purpose to life continued

A unique end-to-end service proposition in Design & Installation

We have seen a strong performance in our Design & Installation business this year, driven by the significant investments we made in 2024 and 2025 to enhance the customer journey, the key stages of which are outlined below.



Inspiration

Through our customer insights we know that when people are considering a new kitchen or bathroom, their first question is 'Do you have my style?' As a result we have unified our Bespoke and Wickes Lifestyle ranges across brochures, website, advertising and promotions.

First appointment

We have streamlined the customer journey by increasing the availability of Design Consultants earlier in the design process. Customers can now book, online or in store, directly into an individual Design Consultant's diary, at a time and place that works for them, replacing a more cumbersome telephone booking system.

Innovation and choice

We continue to innovate in our kitchen and bathroom ranges, including the launch of eight new colour choices in Wickes Lifestyle kitchens. For customers buying our Bespoke kitchen ranges, we have introduced a premium 'Paint to Order' offering. We have also enhanced our curated offer of kitchen appliances, including high-end brands such as SMEG.

Bringing the design to life

Our experienced Design Consultants offer inspiration, support and technical expertise to bring a customer's dream project to life. Most customers choose to spend time planning their project with one of our Design Consultants in store and also take the opportunity for a home visit.

Installation

We have invested in a technical solution which enables us to allocate a local installer for a customer, typically within three days. With a national installer base of c. 2,700 local installer teams, we can deliver the highest quality installations, and are proud to have been given a 'Distinction' rating by the Institute of Customer Service.

Customer support throughout

Through our Customer Experience Centre (CEC) each customer is supported throughout the multi-stage design and installation process. Customers really value the care and attention this provides, as a complement to the relationship with their Design Consultant.

