

Company Snapshot

Company

Exterior Portfolio by
Crane

Industry

Exterior Home Design

Product

Dream Designer
Contractor Edition



Overview

Exterior Portfolio by Crane produces, markets and sells vinyl siding known for its superior workmanship, durability and performance. Realizing their Web site needed to be more interactive and engaging for users while aiding in the visual home design process, Crane sought a way to connect potential customers with their dream home before any vinyl siding was touched.

Challenge

Crane wanted to give its sales representatives a better visualization marketing tool to use when meeting with prospective customers.

“People don’t want to just go into a site and read stuff; they want to play with stuff. They want to experiment with color line and texture on the side of their house. That’s what led us to go in and create this interactive module,” said Brian Workman, Crane’s interactive marketing manager.

With their visualization capabilities limited, Crane decided to invest in the latest visualization technology from Chameleon Power.

Solution

Chameleon developed the Dream Designer Contractor Edition visualization program as a custom solution for Crane. The technology quickly became in high demand throughout Crane’s contractors and sales representatives before the product was finished and released.

When Crane released about 450 Dream Designer Contractor Edition discs to contractors, the program received nothing but glowing reviews of approval during the first nine months. Contractors would set appointments with potential customers, send them a link to the Dream Designer program on Crane’s Web site and follow-up at the appointment with the more interactive Contractor Edition. The more advanced program also gives contractors the ability to e-mail PDFs of a home design to clients and also upload the project file to Crane’s online version of the Dream Designer. These features allow collaborating before and between meetings.

Workman held several training sessions in conjunction with Chameleon Power, teaching contractors how to use and utilize the features of the program. One progressive, multimillion-dollar re-siding company was able to double their closing ratio by using the Dream Designer program in this way.

About Chameleon

Headquartered in Novi, Michigan, Chameleon Power is the leading Web technology provider to the home building and decorating industry. Chameleon Power has provided visualization and e-commerce solutions to the home building and remodeling industries since 1993. Chameleon Powered Web sites create virtual showrooms that provide a seamless connection between manufacturers, e-tailers and consumers.

“I think we’ve developed a very open and honest working relationship, and friendships too, and that’s cool.”

Brian Workman
Interactive Marketing
Manager
Exterior Portfolio
by Crane