



CASE STUDY

“Everything’s so easy!” How we help Barnes of Ipswich keep their customers happy

Barnes of Ipswich has been trading for nearly 80 years and is still in the hands of the family that founded it. It’s a well-known business with an excellent reputation, so it selects its suppliers carefully to make sure that the tradition of great service is maintained.

Barnes offers a range of value-added services to its customers, including free delivery on all fitted flooring, a free measuring service and free sample loans, so that customers can be 100% confident before they place their order.

Barnes has been working with Furlong for over 10 years and sells our full carpet range and our vinyl flooring range – in fact, we are the only vinyl supplier to Barnes. We have installed point-of-sale displays and give them all the information they need to demonstrate to their customers why Furlong’s range is such good quality and value for money.

Barnes also likes the fact that the Furlong merchandising displays awards and achievements which in turn gives reassurance to customers. The company gets most of its business from returning customers and word of mouth – it doesn’t advertise at all – so it’s reliant on the quality and style of the in-store displays and the trained staff to help customers make the right choice.

“One of the things we really love is Furlong’s online portal,” adds Sally. “You can go into the system 24/7 to see what stock levels are like. That means you can be sitting with a customer who is ready to buy and give them the latest information on the spot – it makes a huge difference to our own customer service and means we can sell with confidence.”



There’s never an issue with Furlong, says Sally Adams, Sales Executive at Barnes. We get great feedback from customers on the product, and everyone at the company is so easy to deal with. If we have a question we just call and our account manager is happy to help – and really responsive. We always know exactly where we stand in terms of quantity and delivery times, which means we can give a reliable service to our own customers.

