

For The Present And The Future – Let's Get Digital

Jon Vanstone, Chair at Certass gives advice on how installers can go digital in 2019.

The New Year is the perfect time to take a step back and look at what's adding real value to your business and what isn't, writes Jon Vanstone, Chair at Certass.

Whether it's a product in your range that doesn't sell or a business service that ticks along without helping you to grow, now is the time to review what's going on. Take time out to research other options that are on the market and don't be afraid to give someone a call and ask the question 'what can you do for me and my business'?

2019

With Brexit, changes in Building Regulations and Each Home Counts on the horizon, 2019 is set to be an interesting year. By making sure that you're getting the best value from all of your partners and suppliers, you can go some way to preparing your business for any challenging times ahead.

Present and future

Something that can really drive efficiency in business and offer impressive time and cost-savings is making the most of digital services that are available to you. There's no denying that digital is both the present and the future, yet the glazing industry has



done a pretty good job of avoiding it so far. For lots of installers, taking the step into digital is a big challenge but it's exactly what modern homeowners expect from tradespeople.

Take advantage of what's out there

There are plenty of services available to installers who want to go digital in 2019. Whether it's interactive window or door designers, online ordering or software to help with sales and invoicing, take another look at what your suppliers are offering to you. More homeowners are searching online too, so if your suppliers have a list of installers on their websites, check that you're listed and that all your details are correct. Be more active on social media – there are loads of homeowners searching for traders on these platforms. And make the most of local directories too. These are all free ways to boost the presence of your business online, with or without investing in a website.

Certass' digital offering

For Certass members, there's now an extra level of online options, to help installers get more online – the new Digital Support Package. It gives every member their

own business profile on the Certass webpage, which homeowners can find when they search for a Certass member. As well as a short bio and an image, each member profile has contact details so that homeowners can call or email direct to request a quote or survey without an intermediary in the process. As well as this, each member profile has an online ratings section, where existing customers can rate installers' service, workmanship and reliability out of ten. It works just like other review sites - customers can leave comments and scores to help other homeowners choose the installers for their projects.

Certass approved

The package also includes Certass member logos, which feature the installer's membership numbers, so they can prove to potential customers that they are genuinely certified businesses, approved via Certass, for added peace of mind. [f](#)