

Taking customers digital



Endurance Doors is enhancing its commitment to installer support with the introduction of a new initiative designed to help its installer partners strengthen their online presence and win more business

Recognising the importance of digital visibility and online lead generation, Endurance is connecting its installer network with ICAAL, its web development partner to offer a simple route to high performing website design at a competitive price.

Supporting customers

Russell Hensman, Endurance Group brand engagement manager, says: "Supporting our customers goes far beyond the products we supply. A strong digital presence is now essential for growth, but we know that many of our customers simply don't have the time or the expertise to commission and develop a website that delivers real results – they're experts in doors, not the digital world.

"This initiative is about making

class-leading web design and lead generation more accessible, while simplifying the process to save our customers' valuable time. It also represents excellent value for money, as we've already developed proven functionality with ICAAL for the Endurance Doors website. This can be adapted and utilised for our customers' own sites."

Team support

The service is designed as a guided introduction, with ICAAL's team supporting Endurance Doors customers at every stage of the process. Each website carries the full Endurance Doors product range and pre-developed features, alongside the installer's wider product offering. This includes a branded door designer, high resolution glazing videos, interactive 3D imagery of all hardware, along with a wide range of interactive features and design blocks to showcase the Endurance range.

The service is billed directly between the installer and ICAAL, giving businesses full transparency and control over their investment.

One Endurance Doors customer

already seeing the benefits of the service is Joe Wheatley of Wheatley Windows. Wheatley says: "We had been wanting to update our website but never seemed to have the time to properly commit to the project. So, when we heard about this service from Endurance Doors – where much of the groundwork had already been done – it was a no brainer. Working with ICAAL was straightforward and efficient. As industry specialists, they already understood our needs and had the content and functionality in place for the doors section of the site. The end result looks fantastic, and we're already seeing a strong flow of enquiries coming through."

The wider strategy

The initiative forms part of Endurance Doors' wider strategy to provide meaningful, practical support to its installer network – helping customers to not only sell more doors, but build stronger, more visible businesses. [i](#)

www.endurancedoors.co.uk

Quotes on the job



As geopolitical instability in the Middle East continues to drive cost volatility, Sternfenster is demonstrating how installers can protect and maximise their margins through the use of its Easy-Suite of systems. Nathan Court, chief sales officer at Sternfenster writes

Ongoing instabilities in the Middle East have sent shockwaves through energy markets and supply chains, pushing oil prices upwards and driving cost inflation across manufacturing, logistics and installation.

For installers already operating within tight margins, the result is an increasingly difficult trading environment where profitability is under sustained pressure.

At the same time, homeowners are becoming more cautious. While demand for energy-efficient home improvements remain, stretched household finances mean projects are scrutinised more closely, elongated or delayed altogether.

We are operating in a market where external pressures are largely out of the installer's control. What that does is put even more focus on the things they can control: efficiency, accuracy and how they manage

their time.

Sternfenster's Easy-Suite of products have been developed with exactly that objective in mind.

At its core is EasyAdmin+, which streamlines the quoting and order process, removing time-consuming manual tasks, and reducing the risk of errors.

Installers can generate accurate quotes quickly, with pricing automatically applied, and once secured, orders move seamlessly into production without duplication of input.

Quote faster

EasyAdmin+ is about giving installers the tools to do more with less. If you can quote faster, avoid mistakes, and reduce admin, you are immediately in a stronger position to protect your margin.

Time saved on administration allows businesses to focus on revenue-generating activity, while improved accuracy protects against costly mistakes.

The platform is cloud-based which enables installers to generate quotes whenever and wherever opportunity arises.

However, maximising margins is not only about reducing costs, it is also about winning more work and converting more opportunities.

This is where the broader EasyAdmin+ ecosystem, plays a

significant role. By ensuring consistent, professional communication with homeowners, installers can maintain momentum on quotes without adding to their workload. Structured follow-ups can increase conversion rates by up to 36%.

Designed to enhance customer engagement and streamline consultations, it allows installers to create accurate quotes in real time. Features such as a 3D digital showroom enable homeowners to visualise products in situ, while its proposal builder tool turns quotes into polished easy-to-understand documents, ready for sending to homeowners.

Easy quotes

EasySales takes the simplification of the sales process a step further. It gives installers the ability to engage the customer, demonstrate the product and produce a quote there and then. That immediacy is incredibly powerful in a competitive environment.

The challenges created by geopolitical instability are unlikely to ease in the short term. You can't control global events, but you can control how your business responds. For installers, standing still is not an option. [i](#)

www.sternfenster.com