

Triangle

APRIL/MAY 2021

HOME

DESIGN & DECOR®



*Chic
Havens*

PLUS:
YEAR-ROUND
RETREATS

COLOR CRUSH:
FRESH FERN



ONE-STOP STONE SHOP

BY SUNNY SURANA



CRS IS THE AREA'S MUSEUM OF NATURAL STONE AND QUARTZ.

Have you noticed that most companies brag about their attention to customer service? Good customer service is, of course, a necessity, but it's important to me that CRS Marble & Granite focuses on much more when matching homeowners with the right natural stones for their homes. And that is why, over the last twenty years, I have invested tens of thousands of dollars into initiatives that support one goal: increasing the customer *experience*.

The showroom experience, with perfect lighting, ease of browsing, and on-the-spot product and trend education, is a beautiful way to shop. Many of CRS's customers are shopping for natural stone countertops and backsplashes for their dream homes. When buying investment pieces, it is important to touch, see, and assess the stones in person.

There are several ways we have improved our showroom to make it a more enjoyable shopping experience and ease the decision-making process for our clients.

IMPROVED LIGHTING. We spent \$60,000 to upgrade showroom lighting so customers can see the stones just as they would appear at home. Natural-looking LED lighting replaces harsh halogen lights normally used in the industry. Halogen lights cast a bluish tint, but now homeowners can see the true stone colors come to life.

EXPANDED INVENTORY. We expanded the number of slabs in stock from eleven thousand to seventeen thousand. These slabs come from all over the world and include many exotic stones. We also increased the number of color variations we carry from 350 to 475—the largest selection in the nation. Our closest competitor carries only twenty-five colors.

ADDED RAIL SYSTEM. We invested in an overhead crane and rail system that quickly moves slabs around for customers to see and compare. How does this improve the customer experience? It previously took thirty minutes to move a single slab for viewing. That time has been slashed, which allows our customers to view more slabs in a much shorter window of time.

INCREASED EDUCATION. Being educated about the changing industry, available products, and new trends is very important to



us. Our four in-store design specialists receive ongoing education, which they freely pass on to customers. In addition, our sales staff is not paid commission; therefore, they are never pushing upgrades or particular products. We want the best fit for each homeowner and for them to see everything available, whether they buy from us or not. We view ourselves as a museum of stone.

As one more bonus for our customers, our design specialists handle the process of bidding projects out to several contractors. Most homeowners experience a sense of relief that this part of the process is handled for them, as it ensures the best contractor at the best price. Up to 70 percent of the cost of natural stone is labor and installation, so it is important to have a knowledgeable person on your side when procuring cost estimates. ♦

“THE SHOWROOM EXPERIENCE, WITH PERFECT LIGHTING, EASE OF BROWSING, AND ON-THE-SPOT PRODUCT AND TREND EDUCATION, IS A BEAUTIFUL WAY TO SHOP.”

Contact Sunny Surana at **CRS MARBLE & GRANITE'S** Raleigh showroom at 7521 Exhibit Court or CRSGRANITE.COM.



CELEBRATING FIFTEEN YEARS. FAMILY OWNED AND OPERATED.