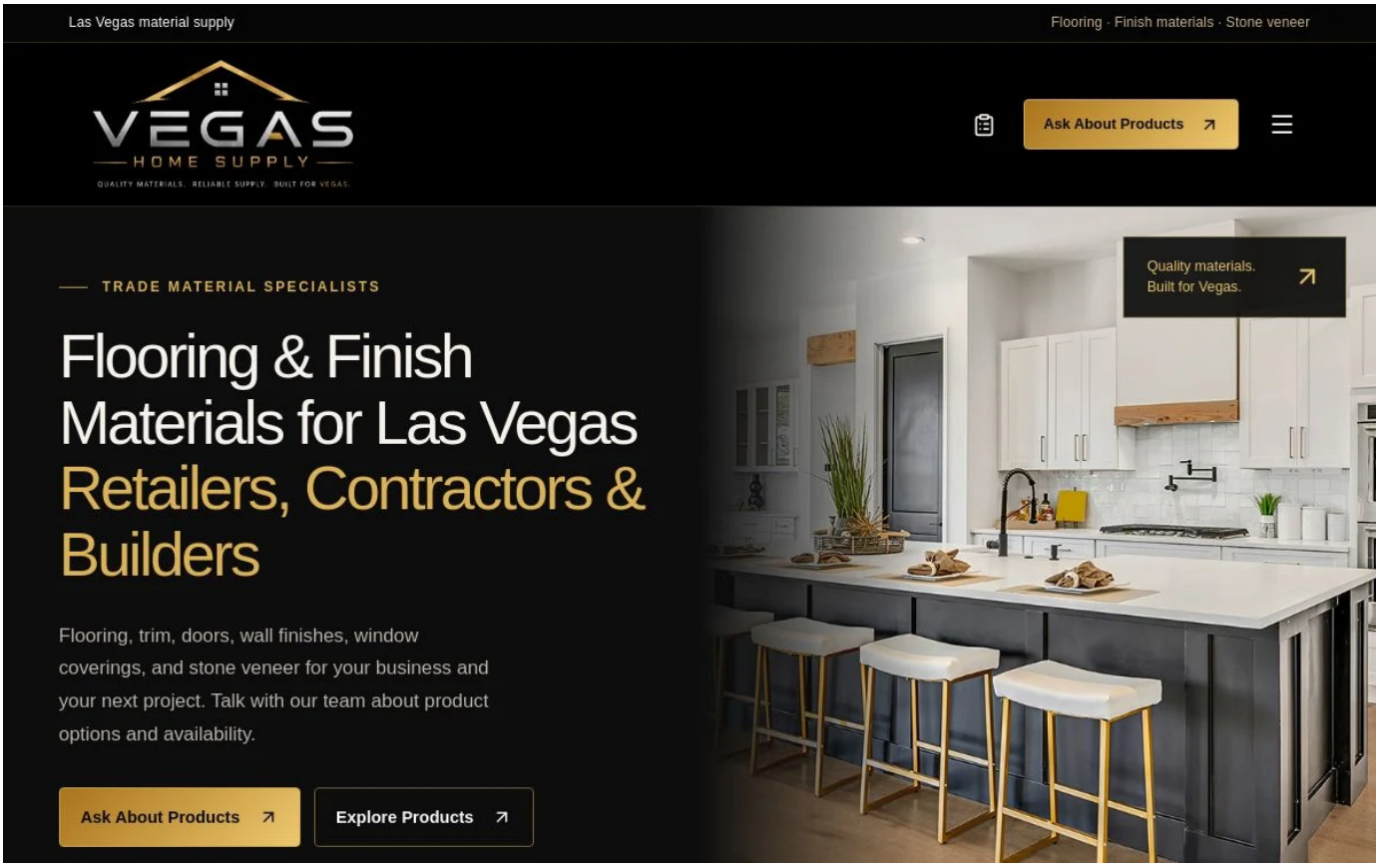
SELECTED WORK 02 / HOME IMPROVEMENT & RETAIL

Vegas Home Supply

Show your products. Capture the project.

Vegas Home Supply connects product discovery with a practical sales handoff. The website organizes flooring and finish materials, gives shoppers room-planning tools, and captures the details behind an inquiry. The marketing dashboard then provides a place to review inquiries, reporting, and connection readiness.

VEGASHOMESUPPLY.COM



THE BUSINESS NEED

Shoppers need help choosing materials, and your team needs organized inquiries to follow up.

What MEFH built

Help shoppers move from general product interest to an inquiry the sales team can understand and act on.

01 Website & product catalog

The website and catalog organize flooring and finish-material categories for shoppers and trade buyers. Instead of showing an undifferentiated image gallery, the experience gives products context. The sales value is a clearer starting conversation about what the customer is considering, rather than an assumed online purchase.

02 Room View & project planning

Room View and project-planning tools put material choices in the context of a room. They help customers explore their preferences before contacting the business. A visualization supports a conversation; physical samples, project measurements, availability, and final suitability still require appropriate business review.

03 Product & quote-request forms

Product and quote-request forms capture what the shopper wants to discuss. The inquiry path connects browsing to the next sales step, giving the business project information alongside interest. A quote request is an invitation for review, not a final estimate or a confirmed order.

04 Saved inquiry pipeline

The saved inquiry pipeline keeps website submissions available for follow-up. This creates a more durable handoff than relying on a visitor to remember product names during a later call. The team still needs a defined owner, response expectation, and record of what happened after contact.

05 Marketing dashboard

The marketing dashboard brings inquiries, reporting metrics, and account connection status into one place. Its usefulness depends on the actual sources connected. A missing analytics or social connection should remain a visible setup task rather than being presented as a completed reporting capability.

06 Reports & next actions

Reports and next actions support comparisons between periods and highlight marketing setup work. They create a routine for asking what changed and what needs attention. Interpretations should account for traffic volume, connected sources, and business activity before drawing a conclusion about performance.

From a material idea to a sales conversation

Illustrative use of the delivered features; this is not a record of an individual customer transaction.

01

Browse by project interest

A shopper explores a relevant category and begins narrowing the materials they want to discuss. Clear grouping reduces the amount of explanation required before the first sales conversation.

02

Explore the room context

The shopper uses Room View or planning tools to think about the project. The purpose is to make preferences more concrete, not to replace professional measurement or material verification.

03

Request guidance or a quote

The visitor shares product interest and project information through the relevant form. The next action is a business response based on those details, with scope and availability confirmed by the team.

04

Pick up the inquiry

The saved submission gives staff a record to review before following up. In a comparable implementation, assigning an owner and recording the response should be part of the operating agreement.

05

Use the pattern to improve

Review the inquiries and any connected marketing data. Repeated questions may suggest a better product explanation, a clearer category, or a more useful form field.

THE TRANSFERABLE IDEA

A product website becomes a sales tool when the browsing experience produces useful context for the person who follows up.

The work behind the experience

Product discovery and room planning lead to a website inquiry. Saved submissions support the sales handoff. The marketing workspace combines available records with the status of separately configured reporting sources.

Catalog care

Assign responsibility for category structure, product descriptions, imagery, and information that affects a shopper's decision. For new projects, decide how the website will stay aligned with the business's actual assortment and supplier changes.

Inquiry handling

Choose a person responsible for new requests and a practical review cadence. Record whether the lead was reached, what was requested, and the next step in the team's agreed sales system. A saved form alone is not a completed follow-up process.

Marketing review

Check connection status before interpreting reports. Compare like-for-like periods, separate qualified inquiries from all submissions, and record the actions selected. An external CRM or analytics account needs configuration and an end-to-end check before its data can be relied on.

SUGGESTED OWNERSHIP

Merchandising owner

Product accuracy and organization

Sales owner

Inquiry review and next contact

Marketing owner

Reporting sources and improvement priorities

WHY THE DESIGN WORKS THIS WAY

Tie discovery to an action

Product pages should make it easy to ask a relevant question while the shopper still has the project in mind.

Capture useful context

The right project details help a salesperson prepare; a longer form is only useful when the extra information changes the response.

Show reporting readiness

A dashboard should make source gaps understandable so the team knows which numbers are available and which are not.

What to measure

Suggested measures, not reported results. Establish a baseline, verify the available data, and agree on targets before evaluating performance.

MEASURE	DEFINITION	EVIDENCE NEEDED	WHY IT MATTERS
Inquiry conversion	Valid quote inquiries divided by relevant page visits	Inquiry records plus connected page analytics	Assess whether discovery leads to a clear next step.
Inquiry usefulness	Requests containing the details sales needs	Submission review using agreed criteria	Improve the form without adding unnecessary questions.
First response time	Time from submission to the first recorded response	Submission and sales-contact timestamps	Find handoff delays once response logging is in place.
Quote progression	Qualified inquiries that reach a recorded quote	Linked sales records or a manual reconciliation	Separate general interest from active projects.
Reporting readiness	Agreed sources connected and validated	Dashboard status plus source-level checks	Identify setup gaps before trusting comparisons.

ACCEPTANCE CHECKS FOR A SIMILAR PROJECT

- ✓ Complete a test inquiry with a recognizable test label.
- ✓ Review catalog and room tools on a phone.
- ✓ Reconcile a sample report with its actual connected source.
- ✓ Confirm the saved record matches the submitted project details.
- ✓ Verify who receives and owns the next sales action.

Could this work for your business?

WHERE IT FITS

This model fits businesses where customers browse online but need advice, measurements, or a customized quote before buying. It is particularly useful when the sales team needs better inquiry context and marketing reporting needs clearer ownership.

A USEFUL FIRST SCOPE

Start with priority categories, a clear product-to-inquiry path, durable submission records, and a named response owner. Add the room-planning experience and agreed reporting connections in a defined sequence. Validate the full handoff before adding more traffic or campaigns.

QUESTIONS TO BRING TO A CONVERSATION

- Which product categories drive the most useful conversations?
- What information is required before your team can quote?
- Who owns a new website inquiry and where is follow-up recorded?
- Which existing CRM and analytics accounts should connect?

PROJECT SCOPE NOTES

- Website inquiries are connected; external CRM, analytics, and social reporting require configuration.
- Room tools support product exploration. Final quantities, price, availability, installation requirements, and suitability need business verification.
- This case study establishes delivered features, not a measured increase in quote volume, conversion rate, or sales.

POSSIBLE ADAPTATIONS

Showroom

Browse materials and request a consultation

Installer

Capture project details before an estimate

Supplier

Separate shopper and trade-buyer information

Discuss something like this for your business

View the project **Read the case study online**

Project snapshot: November 3, 2026. Based on project-source review and the published MEFH case-study content. Workflows and evaluation plans are illustrative; no measured business results are asserted.