

SS HOMES LIMITED



About the Leighton's Kitchen New Build

- Located in Hawkes Bay - Waipawa
- Project Value: \$10K
- Builder - SS Homes Hawkes Bay
- Brands: Fisher & Paykel, Schweigen, Panasonic
- Appliances: Rangehood, Gas-Cooktop, Oven, Fridge, Dishwasher, Microwave, Washer
- Services: Dedicated Specialist team members offer demonstrations on appliances, managing orders, supply and delivery. Including After Sales Service and Care.

About Noel Leeming's Built-In-Cooking-Centres (BICCs)

- An experiential kitchen showroom, specialising in cooktops, ovens, range hoods, showcasing latest cooking technology.
- Dedicated specialist team members offer live, in-store, one-to-one demonstrations.
- A solution based offering for kitchen new builds & renovations.
- Clients can view appliances in an actual kitchen setting and experience them firsthand.
- A great space for connection, conversation and idea sharing and as a result the centres have become popular for in-store events to showcase what brands offer in a working kitchen environment.
- 26 centres nationwide.



Customising kitchen experiences with Noel Leeming's Built-in-Cooking-Centres

Today customers are looking for experiences rather than just seeing products online. Noel Leeming's Built-in-Cooking-Centres (BICCs) have been designed to meet that need and help customers create exactly what they want in a kitchen. Michael Vincent, Commercial Building Specialist at Noel Leeming explains, "Our centres cater for clients like builders, kitchen joiners, cabinet makers, who are working on new build designs or designs that are outside of spec. We have specialist teams working in our centres with a wealth of knowledge about the products and range."

For builders, the centres provide a hub for their clients to experience a range of appliances in a kitchen setting. This is how first-time new home builders, Doreen and Darryn Leighton, were introduced to Noel Leeming's centre in Napier. It was through their builder, Jason Sullivan from SS Homes, a client of Noel Leeming Commercial for the past four years. For Doreen, while she knew she wanted to go with the familiar Fisher & Paykel kitchen appliances, there were still a number of products to choose between. "We went with Jason's recommendation and checked out the centre. Chloe Sansom, the BICC Specialist at the Napier store, took us through a range of products, running live demonstrations and explained the differences between the products. Chloe also introduced us to other appliance brands, which we would not have considered before."

Working together to find the right appliances

Doreen really appreciated having a dedicated BICC specialist working with them to choose the right kitchen appliances. "There is no pressure, Chloe was very professional in her recommendations and she knew a lot. The whole experience gave us the peace of mind in making our decisions and we were taken care of."

But the advice and relationship doesn't end once the sale and delivery is done; with Noel Leeming's BICC specialist team, they are with you throughout the process, from order to delivery to after sales care. This personalised experience was truly valuable to Doreen. "It was great having Chloe, as our contact person. She was our first point of contact and remained our contact throughout the process. Even today [now that the project is complete] I feel I could go back into store and Chloe would be able to help me and know exactly what would work for us - the aftercare service Noel Leeming offers is a real point of difference".

"It's a hub to showcase the latest cooking technology. Customers get to experience the products before buying." - Michael Vincent, Commercial Building Specialist, Noel Leeming Group

For your next project contact us

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