Hörmann UK raises the standard with their new partnership programme

Hörmann UK, Europe's leading door provider, is further enhancing its commitment to providing its customers with the highest standards in quality, innovation, and aftersales service through the launch of its new and innovative Hörmann Partner Standard programme.

A first for both the industry and the Hörmann Group, the Partner Standard has been created to reward and recognise official Hörmann dealers that continuously provide customers with first class service when supplying, installing and servicing Hörmann’s diverse portfolio of products.

It has also been developed to ensure that end consumers have the confidence they are purchasing Hörmann products from an accredited Hörmann distributor and will receive the highest standards of service throughout every aspect of their purchasing journey.

There are a range of criteria that dealers are required to meet in order to achieve the Partner Standard, including positively representing the Hörmann brand at all times, predominantly stocking Hörmann products, undertaking regular training and installing end-to-end Hörmann solutions.

As a reward to dealers that continuously fulfil these requirements, they will receive an official Hörmann Partner Standard identification card, the use of the official logo and branded workwear, extended warranties, free comprehensive training at the Hörmann Academy and, most importantly, directly generated sales leads. For an
online description of how the Hörmann Partner Standard works, please go to www.hormann.co.uk/partnerstandard”.

Whilst also gaining industry recognition, dealers who achieve the Hörmann Standard will have a dedicated landing page on the new Hörmann Dealer Finder which is located on the Hörmann UK website. The Dealer Finder has been developed to provide end consumers with an instant and easy way to search for, and contact, the local Hörmann distributors that best meet their individual requirements.

End users simply initiate a search based on their post code, together with a variety of simple options that allow them to specify the product and service they are looking for. A list of Hörmann distributors who match their search criteria is generated, with landing pages providing the opportunity to access personalised information on each distributor, including the Hörmann products they supply and install, opening times, testimonials and photography of recent installations. End consumers have the option to make direct contact with one or more of the distributors listed.

Wolfgang Gorner, Manager Director at Hörmann UK, said: “Here at Hörmann UK we pride ourselves on providing the very highest standards in product innovation, quality and service and the launch of our new Hörmann Partner Standard programme is a reflection of this commitment, not only to the end-user but to our nationwide network of distributors.

The launch of our new programme is part of our wider strategy to ensure every single Hörmann end-user receives the highest standard of service throughout every stage of their purchasing journey, making the purchase of a Hörmann product an enjoyable experience.

The introduction of the Partner Standard has been met with a great deal of excitement and interest from our dealer network, who can see real value in the programme and are keen to get involved.
Obviously, the launch of such an initiative always generates an initial rush of enthusiasm, but at Hörmann we have worked hard to generate a scheme that will continue to grow and develop over the coming years.

Our ultimate objective in launching the programme is that we stay ahead of the field in providing real, tangible support to our Partners and together drive our business’s forward.”

So far, over 40 landing pages have been created, with many more to come over the coming months, and sales leads are already being generated.

Lee Nicholson, Director at Freelance Entry Systems Salisbury comments “It’s fantastic to have a manufacturer finally willing to recognise and actively promote the most reputable dealers of Hörmann products. When the idea was first mentioned we were sceptical, but as the concept has evolved and Hörmann have put a lot of thought into a stringent and structured method of selection and continued monitoring, it seems the Partner Standard truly is an endorsement that holds credibility. It is still early days but we are already seeing the benefits of achieving the Hörmann Partner Standard and can only see this gaining more traction over time.”

To find out more about the Hörmann UK Partner Standard, please visit: https://www.hormann.co.uk/partnerstandard/.

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