

camber®

« Thanks to Universem, we managed to bring forward the value of our projects. »

A. Nickmans – Marketing Director

“ONE-TO-ONE” COMMUNICATION: KEY DRIVER OF GROWTH FOR THE SPACE OPTIMISATION EXPERT!

The furnishing market has undergone sweeping changes in recent years and the company has had to **adjust to the market**, says **Aurélié Nickmans, Communications and Marketing Officer**. "The arrival of new players has compelled us to rethink how we communicate. We definitely had to focus on the quality of our goods and services to **differentiate Camber** from some giants in the sector."

Bearing in mind that Camber has firmly positioned itself as a premium service provider, **Camille Peckstadt, Brand Manager**, reminds us that "this positioning is visible in the quality of our products and services. We make cupboards that are customized, not modular components that look customized. We have **interior advisers and architects** who can help our customers to make the right decisions."

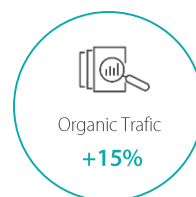
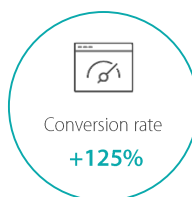
CAMBER CHOSE FOR «CUSTOMIZED» COMMUNICATION



Elise Demierbe
Team Leader

Global projects like Camber's, call for the reunion of all skill sets offered by Universem. Skills we are **more than willing to share** with our customers.

Camber is a **proactive customer** that is not greedy with **feedbacks**. Frequent meetings helped my team to properly understand their needs, thereby making swift progress to **achieve our common goals**. A few numbers from Camber's project :



« AT CAMBER, **PASSION** RUNS THROUGH THE CORE OF OUR BUSINESS ! »

For our duet, the key to success clearly lay in **homogeneous 360° communication**. At Camber, customer experience lies at the heart of all decisions. The very high level of product customisation makes **each project unique**. Nothing can be left to chance!

That is why Camber decided to enlist the services of Universem. First and foremost, what Camber needed was **proper support**: "We felt it was paramount for us to have a reliable partner in our project. **Our strategy needed to be grounded in facts.** "

« WITH UNIVERSEM'S TEAM, WE ANALYSED EXISTING KPI'S AND FINE-TUNED THEM TO **MEASURE THE CONCRETE PERFORMANCE** OF EACH OF OUR TACTICS. »

Tactics which Universem's consultants wanted to be simple, efficient but above all, **fully aligned to Camber's vision**. They scanned the habits of Camber's customers and crafted a **concrete plan tailored to the needs and expectations** of these customers. Each building block of the plan was designed to address the various steps in the buying process. This produced **ultra-customized campaigns** with very clear "touchpoints" dealing with micro-conversion goals. But for all this, what seems to stand out for our duet is the **availability of our teams and their willingness to share** :

« WE SAW IN UNIVERSEM A **GENUINE DESIRE TO HELP CAMBER GROW**. EACH OF THE EXPERTS USED HIS EXPERTISE FOR OUR BENEFIT. »

