



High-quality 3D visualisations of bathroom designs have already brought Kauderer Haustechnik many new customers.

IMPROVED CUSTOMER COMMUNICATION AND PERFECT COORDINATION WITH TRADES

Kauderer Haustechnik, an innovative German company from Auenwald in Swabia, specialises in renewable energies and bathroom design. With a team of ten, including two trainees and six installers, the company provides a comprehensive service for all building services and bathroom design. Bathroom designer and visualisation expert Tanja Maier-Römlein provides external support for many of the bathroom designs and has also planned the company's entire showroom. Benjamin Kauderer and his team participated in and graduated from the bathroom planning academy (by Dein Creativ Lab), where planning and design aspects are taught. The high-quality bathroom visualisations have already brought the company many new customers, who are impressed by the level of detail and precision.

■ Challenge

Potential for optimisation in communication with customers and cooperating trades

Before the introduction of Palette CAD, Kauderer Haustechnik faced the challenge of conveying a clear idea of new bathrooms to customers. The software previously used did not meet the requirements for user-friendliness and display quality, which made communication with customers difficult. "It is important to us that our customers can already see exactly what their new

bathroom will look like during the planning phase. This reduces misunderstandings and builds trust," explains owner Benjamin. Cooperation with trades such as tilers and electricians was also more complicated than necessary, as precise visualisations were lacking.

Integration of Palette CAD for clear planning and communication

After an initial training as part of the bathroom planning academy, Benjamin opted for Palette CAD – in addition to its range of functions and intuitive operation, it was also crucial for him that Palette CAD AG is based in the region, as he generally values this and can rely on local support if required. Since the introduction of Palette CAD, the workflow at Kauderer Haustechnik has improved significantly. Now, customer acquisition takes place via word of mouth and a contact form on the website.

Before the planning process begins, customers get to know Kauderer Haustechnik in an initial consultation, during which “before and after” examples of completed projects are shown. Once a planning order has been placed, the customer is guided through the entire process, from needs analysis to final product selection. “Today, each of our customers receives a complete, professional bathroom design tailored to their specific needs,” Benjamin explains. “We usually present different options directly, distinguishing between comfort, premium and luxury fittings. If the customer decides to make use of our services after the initial consultation, the planning is even free of charge for them, as we reimburse the planning costs,” says Kauderer. “This way, both the customer and we ourselves benefit from a fair solution.”



In Palette CAD, Benjamin Kauderer and his team create variants of a design for customer presentations with just a few clicks.

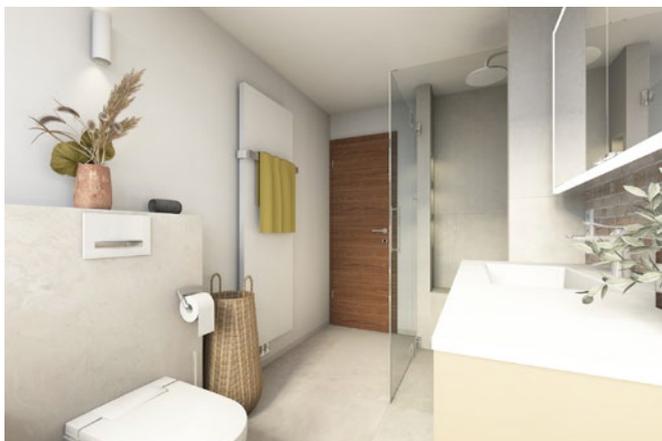


Each customer receives a detailed, professional 3D visualisation from Kauderer Haustechnik.

After the initial meeting, an on-site visit follows, during which measurements are taken with a tablet and hand-held laser. A needs analysis is also carried out to take into account individual requirements such as movement areas, disabilities or preferences for right- or left-handed users. In a further appointment at the company, the finished 3D visualisations are then presented on a screen in the meeting room to see the customer’s reaction in person. This builds trust and allows rapid adjustments to be made right there at the desk. The product selection is then made, usually in the company’s own showroom. The final design is then not only given to the customer but also passed on as the project document exposé to all the trades involved. This ensures smooth cooperation and prevents misunderstandings during execution.

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Benjamin Kauderer

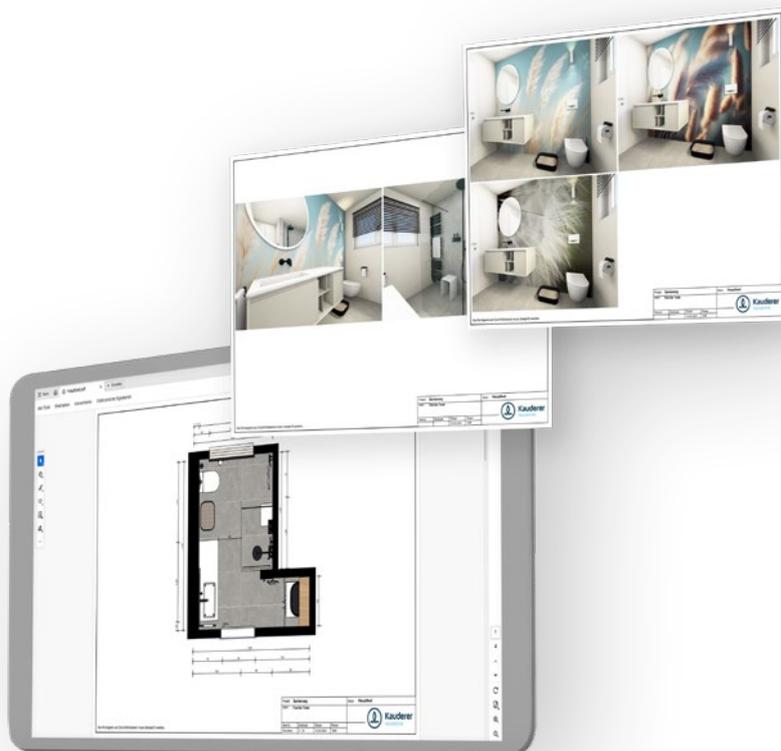


Result

Improved collaboration and efficiency in project management

With Palette CAD, Kauderer Haustechnik has established a precise and customer-oriented planning process. The photorealistic renderings allow customers to see their finished bathroom in detail before construction begins, giving them confidence and peace of mind. At the same time, the external trades have access to detailed exposé containing all the important planning data. This has made cooperation much easier and accelerated the entire process.

Through clear communication and visualisation at every project stage, Kauderer Haustechnik has not only been able to increase efficiency but also significantly improve customer satisfaction: "Our customers know exactly what they are getting for their money, and we are confident that they will end up with the best solution," Benjamin Kauderer emphasises. The investment in Palette CAD has proven to be a valuable step that has improved both planning and cooperation with customers and trades.



Comprehensive exposés with floor plan drawings and front elevations leave no questions unanswered for the trades involved in the execution of the work.

“ Our customers know exactly what they are getting for their money, and we are confident that they will ultimately receive the best solution.

Benjamin Kauderer



Kauderer
Haustechnik

COMPANY:

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Founded in 2014
www.kauderer-haustechnik.de

CORE COMPETENCIES:

Bathroom renovation, bathroom planning, renewable energies, heating installation, repairs, maintenance, modernisation

CAD SOFTWARE:

Palette CAD



LIVE DEMO

GET TO KNOW PALETTE CAD: ONLINE, LIVE, IN PERSON

During a live demo, you will receive a **free introductory session** on the CAD software Palette CAD. You will get an overview and have the opportunity to ask all your questions about CAD planning and CAM handover. **In just 30 minutes**, the key features and solutions for presentation, planning and production will be presented to you.

[Get in touch now.](#)

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