

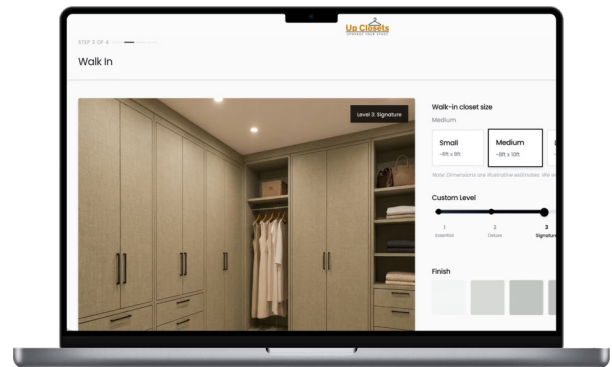
CASE STUDY

INSTALLATION

UPCLOSETS

Building the Premier Digital Experience in Closet Installation

A digital, seamless route that transforms local intent into verified design consultations is an essential piece to scaling a premium closet installation brand. The problem for UpClosets was not a lack of interest but the lack of an engaging online experience to qualify and capture it. Potential clients left the previous method before they ever met a consultant because it lacked interactive storefront tools, clear pricing, and a structured qualification process. The result was a 10% conversion rate and a two-week sales cycle. These outcomes were transformed by SERV's EXPRESS pilot, which **doubled lead CVR** and **generated \$100k in sold closets** while consults who entered the funnel had an **average same-day close rate of 63%**.



The EXPRESS Framework Solution

Deployed across **10 pilot locations**, we used the EXPRESS framework to build a 3-step design picker for UpClosets Express—allowing homeowners to self-select their space type, closet size, custom level, finishes, and add-ons before ever speaking to a designer, **compressing the traditional two-week sales cycle to a single day**.

1

Interactive Closet Configuration

Homeowners select space type, size, custom level, finishes, and add-ons online, arriving at consultations pre-qualified and ready to decide.

2

Transparent Pricing

Upfront "Starts at" pricing and design choices help consumers align with their spouse and clear internal purchase decisions before the appointment.

3

High-Intent Lead Quality

Customers spending 2–3 minutes exploring options online converted at **21%** — double the 10% baseline — driving faster decisions and higher close ratios system-wide.

4

Accelerated Sales Cycle

Digital-first qualification compressed the cycle from **two weeks to one day** — enabling designers to close on the first appointment 63% of the time. Customers arrive at consults ready to pay because they have pre-approved design choices and budget with their spouse.

Configuration Complete!

Your closet configuration has been saved. We'll contact you to schedule a consultation and provide a detailed quote.

Configuration Summary

✓ Your Design



Walk-In Closets Medium Level 2 Signature

✓ Space Type

Customer Details

Name

John Appleseed

Email

john@appleseed.com

Phone Number

+18324465869

Key Insights

1

Engagement Signals A Customer Ready To Buy

28% repeat visitors and an average time on site of 2:08 per active user indicate an engaging experience that builds brand preference.

2

Increased Customer Empowerment Drives Conversion

An interactive 3-step design picker increases customer participation and directly correlates with higher close rates—21% vs. the 10% previous benchmark.

3

Removing friction accelerates buying decisions.

A 63% same-day close rate on customers who self-qualified with the 3-step design picker indicates a frictionless buying experience and shows we're capturing buyer momentum at peak intent.

Pilot Results

\$100k

Revenue Generated

Driven by qualified, high-intent leads from the digital experience

63%

Same-Day Close Rate

Average close rate on first appointment across pilot locations

21%

On-site CVR

vs. Up Closets' initial benchmark of 10%

38

Consults Booked

High-intent appointments generated through the digital experience

Bottom Line

The EXPRESS platform has been a game-changer for Up Closets, proving that the installation industry's customer is ready for a new experience online. By empowering homeowners through self-service technology and transparent pricing, we've not only improved operational efficiency but also created a more engaging and trustworthy experience for customers, leading to higher brand trust and better sales outcomes. The success of this pilot program demonstrates the immense potential for the EXPRESS platform to scale and redefine the custom closet industry.

[See the live demo](#)