



Stress-free home improvement

Urang offers a unique one-stop renovation and building service – everything from painting to a complete house refurbishment. Lucille Grant reports



Most of us have experienced problems finding a good builder when we want to undertake work in our homes. Urang is unusual in offering not only a complete project management service but an entirely fresh approach to the building industry. Nowadays people are more aware of interior design and when they move often want to establish their own mark on the look of a property. Urang can help execute these ideas with as little hassle as possible.

The company has built up a strong customer base throughout London in the five years since the business was established and prides itself on providing a complete service to homeowners, rental investors and property developers. "We offer a one-stop shop for customers to come to us for anything from a simple paint job to putting in a new bathroom or kitchen; fitting a wooden floor; rewiring, plumbing, plastering and decorating; to a full refurbishment of a house with a loft conversion or extension," explains Andrew Marshall of Urang.

One of the most important features is the company's high level of customer service, which



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takes the stress and upheaval out of home improvement projects: “We focus strongly on customer care in the business and that is everything: from the time the customer first contacts us with an enquiry through to the emails sent while work is in progress and the way our team behaves on-site, until the signing off at the end,” says Andrew. “Our aim is to make the whole project as stress-free as possible for the customer. It is very rare that we are unable to start and finish on the day we say we will.”

The Urang telephone line is available 7 days, 8am-10pm, and within a couple of days of the first enquiry a member of the Urang team will view the property and take a detailed brief from the customer. Depending on the size of the project a quote will then be sent out within four or five days. A site manager is always appointed to work on-site and is accountable for the work as well as being the point of contact on a day-to-day basis, liaising with the team based in the office.

Many customers today lead busy lifestyles and are happy to hand over the management of the entire project but wish to be kept informed of any problems or decisions that need to be taken. Urang contact them on a

frequent basis while work is in progress, often by email. “We find that this is more convenient for our customers when they are at work. In addition, any queries are dealt with immediately by a member of the office team,” explains Andrew.

An average project such as the installation of a kitchen and bathroom, wooden flooring and redecoration throughout, is very competitive, costing in the region of £12,000 - £25,000. For this a customer has peace of mind and there is no need to worry about contacting individual tradesmen like electricians, plasterers, plumbers, carpenters and tilers – Urang provide all the relevant specialists. While Urang take on the responsibility for the overall project, most customers prefer to select their own kitchen units and appliances.

Much of the company's success has been through word-of-mouth. “We aim for satisfied customers who will then pass on our details to family, friends and colleagues. Over 50% of our work comes in this way.” Many customers find Urang through their informative website, www.urang.co.uk. One of its interesting aspects is the price estimator. This gives an indication of what a job might cost and is a great help in particular for clients who are new to London or

buying their first property. As Andrew says: “It helps to take the unknown out of the equation.”

With Urang customers can be sure that their aim is to provide the highest standards of service in all areas. If a client suffers a genuine problem after the completion of a project, Urang will come back to sort it out. Repeat business and referrals are proof of the success of this policy. ■

Urang can be contacted on 020 7751 8355.
www.urang.co.uk

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