



greyturtle

Case Study

Taking Kärcher UK's Professional Hire Operation Online: From Manual Bookings to 24/7 Digital Commerce

Kärcher UK × Greyturtle

AT A GLANCE

The Headlines

24/7

Booking Capability

Hire bookings now available around the clock, not just during office hours

8yr

Partnership

Eight years as Kärcher Hire UK's dedicated digital marketing partner

B2B

Focus

Built for professional buyers and commercial operators

Client: Kärcher UK

Sector: Professional cleaning equipment hire (B2B)

Service: WooCommerce booking system integration, WordPress development

Challenge: Manual, office-hours-only booking process limiting reach and efficiency

Outcome: Fully automated online browsing, booking, and payment capability

Relationship: 8 years

The Client



Kärcher is one of the world's leading manufacturers of cleaning equipment – a globally recognised brand trusted by businesses, facilities managers, and commercial operators across every sector. Kärcher UK's Professional Hire operation allows businesses to access professional-grade cleaning equipment without the capital outlay of purchasing outright.

Greyturtle has worked directly with Kärcher Hire UK as their digital marketing partner for eight years – managing their online strategy, developing their digital presence, and building a deep understanding of their market, their customers, and how their business works.

That depth of relationship meant the booking system project wasn't approached as a standalone brief – it was the next logical step in a long-term digital roadmap built around Kärcher Hire UK's commercial goals.

THE CHALLENGE

A Process Built for Another Era

Before the new system was in place, Kärcher Hire UK's hire booking process relied on phone calls, emails, and manual administration – a process that worked, but one that came with real limitations.



Office Hours Only

Enquiries and bookings could only be handled during working hours – leaving facilities managers and contractors unable to act when it suited them.



Customer Friction

Compared to the frictionless online purchasing customers were used to elsewhere, the hire booking experience felt dated and out of step with a brand of Kärcher's stature.



Manual Administration

Every booking required staff time to process, creating an unnecessary overhead and a bottleneck that scaled badly with demand.



Lost Opportunity

Any business trying to arrange equipment hire outside of nine to five had to wait – meaning Kärcher Hire was invisible to customers ready to book at that moment.

THE APPROACH

An Integration Built Around the Business

The priority was to move the hire operation online without requiring a full platform rebuild – keeping the Kärcher Hire brand experience intact while adding the functionality the business needed.



Assess the Existing Site

Reviewed Kärcher Hire's existing WordPress infrastructure to identify the right integration approach – one that preserved the brand experience and avoided unnecessary rebuild work.



Integrate WooCommerce Booking

A WooCommerce booking system was integrated into the existing WordPress site – enabling customers to browse, check availability, book, and pay entirely online.



Build for B2B Buyers

The system was designed with Kärcher Hire's commercial customer base in mind – meeting the expectations of professional buyers who needed a seamless, self-serve experience.



Maintain Brand Integrity

The integration sat naturally within the existing site – no jarring transitions, no off-brand interfaces. The Kärcher experience remained consistent from first click to confirmed booking.



A Hire Operation That Works Around the Clock

The shift from manual to digital removed administrative burden from Kärcher Hire's team and opened the hire service to customers who work outside conventional office hours – meeting an expectation that is no longer a differentiator, but a baseline.

Admin Burden Removed

Staff time previously spent processing enquiries and confirming bookings by hand was freed up – allowing the team to focus on higher-value work.

24/7 Booking Capability

Customers can now browse, check availability, and complete a hire booking at any time – no phone call required, no waiting until the office opens.

New Audience Reached

Facilities managers planning in the evening, contractors organising jobs over the weekend – customers who previously couldn't act on their intent can now convert immediately.

Brand Experience Preserved

The integration sits naturally within the existing site – maintaining the quality of the Kärcher brand experience throughout the booking journey.



THE PARTNERSHIP

Eight Years in the Making

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"The booking system is one chapter in a longer story. Greyturtle has managed Kärcher Hire UK's digital marketing strategy across eight years – building the kind of deep industry knowledge and commercial understanding that only comes with time."

Greyturtle

Digital Marketing Partner, Kärcher UK

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Knowing a client's market, their customers, their internal priorities, and the competitive landscape they operate in means every piece of work is built on context rather than assumptions. That's a different proposition to a new agency starting from scratch – and it's reflected in the quality of the decisions made along the way.



Ready to Talk?

Still Taking Bookings by Phone and Email?

If your business still relies on phone calls and emails to process orders, bookings, or enquiries, you're almost certainly losing customers who won't wait. Moving that process online doesn't have to mean rebuilding everything from scratch – the right integration, built properly, can transform your customer experience and free up your team at the same time.

Greyturtle takes a considered, commercially-minded approach to digital integration – so the work serves your business goals, not just a technical brief.

No hard sell. No long-term commitment.

Just an honest conversation about what's involved and what's achievable. If you'd like to explore what a booking or ecommerce integration could do for your business, we'd love to talk.

Email Us

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Greyturtle is a Cheshire-based digital marketing agency serving ambitious businesses across Manchester, Liverpool, the Wirral, and beyond.

