

Case Study: Endless Gain

Endless Gain are specialists in increasing sales and profits for ecommerce brands. This is done via conversion optimisation by applying data, science and psychology. CEO, Neil McKay has over 15 years' experience helping businesses in the UK, Europe and USA grow their online profits



The Challenge

Endless Gain signed a lease to take 3,078 sq ft on the top floor of Manchester One in December 2014. On referral from landlord, Bruntwood the Workspace team were appointed to fit -out their new neighbour's suite.

Endless Gain needed a contractor that would help them design and manage their new office from concept to design. It was paramount that the design encouraged collaborative working within the new space.

The Brief

The main aim was to design an open work space to meet the requirements of the company's current employees. Careful floor space planning was administered to ensure that the design was scalable enough to ensure capacity for further business growth and the ability to expand and accommodate over 20 members of staff.

Wanting to capture the social, "coffee-shop" ambience of Manchester's very own Northern Quarter, Endless Gain worked with Workspace to come up with innovative and creative ways to accommodate. The driver for conveying this relaxed coffee-shop atmosphere was to encourage collaborative working and assure staff satisfaction.





Our Solution

Workspace Design & Build has produced a comfortable, yet productive social workspace.

Ensuring that a collaborative and connected working environment was created, the focus of the project was to create a good open plan design that would encourage a relaxed atmosphere as well as the flexibility to accommodate the expansion of the Endless Gain team.

To support the client's requirements of embracing the Northern Quarter's comfortable and chic environment, Workspace took their inspiration from a number of independent coffee shop operators within the area. With a rustic, yet modern, open plan kitchen and coffee bar with trendy leather stools and fashionable flooring throughout the space, the design provides the perfect ambience for lunch catch-ups, collaborative and flexible working



Testimonial

"We were impressed with the quick turnaround, excellent organisation and the dedication from our point of contact at Workspace throughout the entire process. As our neighbours, regular and direct communication meant that not only were they easy to deal with, but they were truly able to understand the value of our business and they have successfully implemented our vision."

Gary Lyness, Operations Manager, Endless Gain