



---

## Program Guide

---



# Backsplash Install Program Playbook



## ***Introduction – Tile Backsplash Install Program***

**The Tile Backsplash Program has been “re-vamped” to:**

- Simplify install price/program for customers & associates
  - Enable MBCQ execution
- Create incremental sales & margin; increase sales attach & penetration
- Create a total solution for customers seeking a new/replacement backsplash

**High-level steps to the new program:**

- Associates help customers identify a backsplash layout from the D23 Backsplash Design book and select the tile skus for each design element
- Use the new installation Spec/SKU to create the measure
  - Enter the design number and tile selection for each design element when prompted in the MeasureComp reservation system
- If a customer needs help with a custom design – this service is now available
- MeasureComp will measure and build the quotes
- MeasureComp will sell the job to the customer
- Once the quote is sold/paid, a PO will be processed for the Service Provider to install the job

This guide will walk you through the new process, show examples of some of the designs and identify new screens in the MeasureComp system.



## **Program Details - TILE BACKSPLASH**

- Basic Installation includes:
  - Up to 25 SF of backsplash for one flat price
  - Choice of backsplash layout from 40+ “basic” designs in D23 Tile Backsplash Design book
    - No groups or upcharges for installation of specialty tiles (stone, glass, metal)
    - Includes sealing of natural stone as required prior to grouting
  - Backerboard installation
  - All outlet cutouts
  - Light wall repair
    - 2 SF maximum (installer provides all Materials)
    - Wall repair greater than 2 SF will result in additional charges (per SF) which will include all materials provided by installer.
  - Installer travel within 30 miles of store
  - Inspection of finished job with customer
  - Final clean up of all debris related to installation
- Customer will provide all tile and trim, set material, grout, and (if needed) backerboard.
- New options have been added:
  - 1287 Additional SF (Add 1 each to Basic for each SF that exceeds the 25 SF included in basic )
    - Example: If job is 30SF, add 5 each of option 1287 to basic
  - 1304 Additional wall repair larger than 2 SF
    - Installer provides all required material)
- Additional labor is not included in the basic price. This includes, but is not limited to:
  - Rip & haul
  - Sealing Grout/Tile
  - Furniture move etc.
  - Customized designs and/or anything requiring highly specialized cuts, circular cuts, etc.
  - Etc.

## Design Book

- The D23 Tile Backsplash Design book allows the customer to select from over 40+ basic designs/layouts paired with their choice of hundreds of in-stock and special order tiles. See example design below:



- All Design book layouts are integrated into the MeasureComp reservation system which allows MeasureComp to measure, build and close quotes for this program.
- **If/when customers' backsplash is not the standard 18" height, the section labeled "Field Tile" will be increased/decreased to adjust the layout for the required height.**



## ***Program Details – Custom Design Consult***

If a customer cannot find a desired design from the Design book, they can elect to have a custom design created for their space. This is an additional cost and is completed after the measure is complete.

- The Custom Design Consult Process:
  - Process the basic Backsplash Install SKU – including the measure.
  - When the customer determines they need a customer design, enter the Design Consult SKU in as a separate order.
  - The installer will be notified when the measure is complete to contact the customer to set up time for the consult
  - Consult fees are NOT refundable.
  - Consult fees are NOT applied to the purchase of the install.

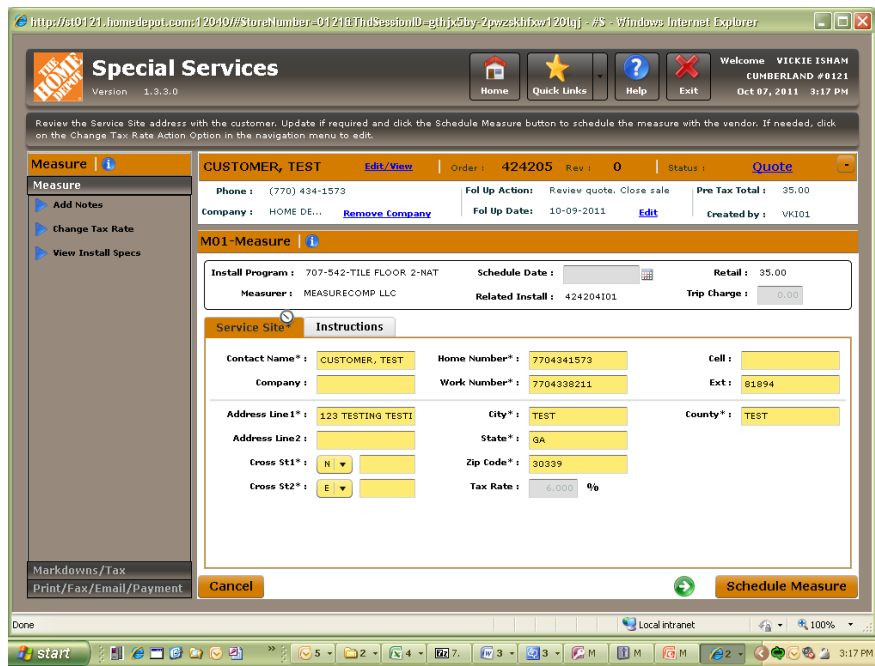


## Create the Measure

To create the measure use the new Install SKU 285-632 and follow normal procedures

Step	Action
1	From the Home Page click the <b>Create and Maintain Quote</b> button to access the Customer Search screen.
2	Search for or add the customer.
3	On the Create/Maintain Order screen, enter the SKU in the <b>SKU/UPC</b> field. (SKU 285-632)
4	Press the <b>Enter</b> key to have the SKU information display.
5	The customer's site address defaults. Review the address carefully with the customer verify it is the correct install address. Update the address information if necessary. <b>Note:</b> It is very important that this is the correct install address since this is the address the installer will use.

Verify or enter the service site information. Click the **Green Arrow** button to Schedule Measure.





6

The system goes to the MeasureComp site. Answer the qualification questions to set up the measure.

**THE HOME DEPOT MeasureComp**

**Location Information**

Site Type

Is there regular electricity (not a generator) at the job site?  Yes  No

Is there heat on the job site?  Yes  No

Do you have any pets?  Yes  No

Is there an elevator at the job site?  Yes  No

Do you have an empty garage?  Yes  No

Do you have a paved driveway?  Yes  No

Do any of your rooms have new paint or new wallpaper?  Yes  No

Is there restricted parking at the job site?  Yes  No

How is the material access?  Easy  Hard

Do you have a Home Depot Credit Card?  Yes  No

What is the best time to reach you?

What is the best number to reach you?

What year was your home built?

Photographs of the job site (e.g. stairs, floor problems, etc) are helpful to properly quote the job. These will only be used for calculating your quote.  
Is it ok for photographs to be taken during the measure process?  Yes  No

7

Enter the Backsplash measure type, design #, skus for each design element (Field tile, Tile 1, Tile 2, etc.)

**THE HOME DEPOT MeasureComp**

Please enter the Pattern Number:

Name	SKU	Style	Description	Width	Height	Sq Ft/Box	Cost/Box
Field Tile	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
Tile 1 <i>0.75" high</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
Tile 2 <i>0.75" high</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
Tile 3 <i>2" high</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>
Tile 4 <i>0.63" high</i>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>

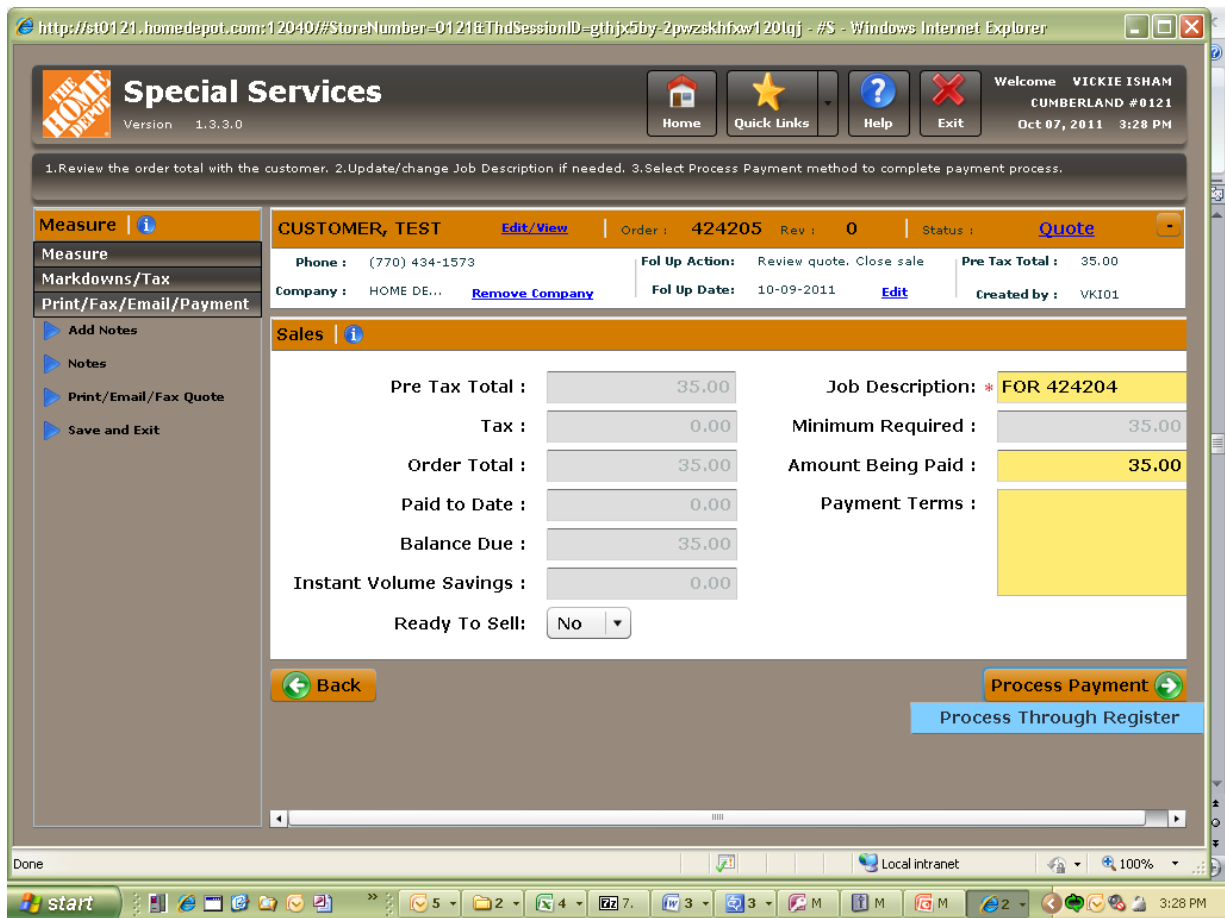
8

Complete the rest of the Measure Screen to select a measure date. Return to the ESVS screen and click the **Green Arrow** button to Retrieve Measure Date.



9

Click the **Green Arrow** button to Save. Process Payment for the Measure to complete the measure set up process.



10

Click the **Save** button to save all install information.

11

If the customer requires a customer design, create a new order and sell the Custom Design Consult SKU (114-855). The Service Provider will contact the customer **AFTER** the measure is completed to set up the consult.





## MeasureComp Changes:

- The Design catalog has been added to *MeasureComps Report System – Main Menu*



### MeasureComp Report System - Main Menu

[Reserve Menu](#)  
[Find Job](#)  
[Reprint Customer Printout](#)  
[View Activity Report](#)  
[AM/PM Daily Report](#)  
[Close Job and Assign to Installer](#)  
[Open Jobs Report](#)  
[Check Job Status](#)  
[Print Plan](#)  
[Jobs Entered Report](#)  
[Entered vs Measured Report](#)  
[Material Breakdown Report](#)  
[Quota Summaries](#)  
[Submit Chargeback Request to MeasureComp](#)  
[View Chargebacks](#)  
[Submit Feedback](#)  
[Closing Ratio Report](#)  
[Recalculation Report](#)  
[Show Measure Schedule](#)  
[Close Menu](#)  
[Switch/Become Store](#)  
[View Quote](#)  
[Manage Users](#)  
[Backsplash Patterns](#) ← **Add Link here**



## ***Making this a Successful Program***

How can you make this a successful program?

Attach the install!!! Customers are already in the store buying wall tile for their backsplash project. Sell the customer on the:

- Great Product Selection
- Ease of Design Selection
- Competitive and Simple Pricing
- THD Installer Excellence

## ***Questions and Contacts***

### **Installation questions:**

Contact your store's Service Provider, MeasureComp or Services Field Team

### **ATL SSC Flooring Services Team:**

Vickie Isham, 770-433-8211x18200, [vickie\\_isham@homedepot.com](mailto:vickie_isham@homedepot.com)

Mary May, 770-384-2885, [mary\\_may@homedepot.com](mailto:mary_may@homedepot.com)



---

# *Appendix*



## ***Backsplash Spec***

### **BASIC INSTALLATION INCLUDES:**

- 4964 \* MEASURE
- 4787 \* INSTALLER TRAVEL WITHIN 30 MILES OF STORE
- 9362 \* LIGHT WALL REPAIR 2 SF MAXIMUM (INSTALLER PROVIDES ALL MATERIALS) WALL REPAIR GREATER THAN 2 SF WILL RESULT IN ADDITIONAL CHARGES (PER SF) WHICH WILL INCLUDE ALL MATERIALS
- 9362 PROVIDED BY INSTALLER.
- 4968 \* STRAIGHT LAY
- 1266 \* DIAGONAL LAY
- 1267 \* ALL OUTLET CUTOUTS
- 1268 \* INSTALLATION OF BACKERBOARD
- 1269 \* INSTALLATION OF CERAMIC, PORCELAIN, STONE, GLASS AND/OR SPECIALTY TILE
- 1270 \* CUSTOMER PROVIDES (ALL TILE AND TRIM, GRAY OR WHITE FLEXBOND, GROUT, BACKERBOARD)
- 1272 \* BASIC DESIGNS (INCLUDED IN DESIGN BOOK)
- 514 \* INSPECTION OF FINISHED JOB WITH CUSTOMER
- 492 \* FINAL CLEAN UP OF ALL DEBRIS RELATED TO INSTALLATION

### **BASIC RETAIL PRICE LIST DESCRIPTION**

1286 1286 BSC BACKSPLASH UP TO 25SF



LIST OPTIONAL WORK TASKS DESCRIPTION		UM
1287	1287 ADDITIONAL SF (ADD TO BASIC)	SF
7556	0125 PRE-MADE DOT INSTALLATION	EA
5066	0144 SEAL GROUT 1 COAT (CUSTOMER PROVIDES)	SF
5067	0145 ADDITIONAL SEALING OF TILE/NATURAL STONE - ADD 1 ADDITIONAL COAT OF SEALER (CUSTOMER PROVIDES)	SF
5068	0146 ADDITIONAL SEALING OF TILE/NATURAL STONE - ADD 2 COATS OF SEALER (CUSTOMER PROVIDES)	SF
5055	0131 REMOVE AND HAUL AWAY TILE OR STONE (OVER BACKERBOARD OR CONCRETE)	SF
5058	0057 APPLIANCE - REMOVE AND REPLACE (WE DO NOT RECONNECT GAS OR WATER)	EA
6940	0160 TOILETS - REMOVE AND REPLACE (INSTALLER PROVIDES NEW WAX RING, TOILET BOLTS, FLEXIBLE SUPPLY LINE - LOCAL LICENSING AND CODES MAY APPLY)	EA
4835	4835 NOTIFICATION OF PLUMBING AND/OR ELECTRICAL - INFORM PLUMBING/ELECTRICAL PROVIDER OF FLOORING PROJECT TIMELINE (NO SERVICE PERFORMED THROUGH THIS OPTION)	EA
1304	1304 ADDITIONAL WALL REPAIR LARGER THAN 2 SF (INSTALLER PROVIDES ALL REQUIRED MATERIALS)	EA
5096	0103 FEES (HARD ACCESS WALK UP FEE FOR HARD TO MANEUVER STAIRCASES AND LANDINGS OR ELEVATOR ACCESS)	EA
5097	0104 FEES (LOCAL ACCESS - FERRY, MOUNTAIN, ETC.)	EA
5098	0105 FEES (PARKING - QUANTITY X \$1.00)	EA
5099	0106 PERMIT AND ADMINISTRATIVE FEE (QTY X \$1.00)	EA
5078	0161 TRAVEL BETWEEN 31 AND 50 MILES FROM STORE (ONE TIME CHARGE PER INSTALLATION)	EA
5079	0162 TRAVEL OVER 50 MILES (ONE TIME CHARGE PER MILE)	EA
5080	0055 ADDITIONAL TO MEET MINIMUM (QTY X \$1.00)	EA
4690	4690 LEAD SAFE TESTING	EA
4811	4811 LEAD SAFE WORK PRACTICES (QTY X \$1.00)	EA
7555	0136 REMOVE AND HAUL AWAY LAMINATE/SOLID SURFACE COUNTERTOP/WALL	SF



<b>WORK NOT INCLUDED DESCRIPTION</b>		<b>EST</b>
1310	ADDITIONAL SINK OR COOKTOP CUTOUT	Y
1313	BAR TOPS	Y
1314	DELIVERY - ADDITIONAL LABOR	Y
1315	FREE FORM TILE	Y
1316	MAKE AND INSTALL DOTS	Y
1419	CUSTOM PATTERN	Y
1420	WINDOW SILL	Y
640	WORK ON SUNDAYS OR HOLIDAYS	N
7513	WATER EXTRACTION	N
7518	ALTER EXISTING STRUCTURE OR OPENING	N
7519	ELECTRICAL OR PLUMBING DISCONNECT AND RECONNECT - SEE MKT FOR DETAILS	N

#### **BASIC INSTALLATION MERCHANDISE DESCRIPTION**

- 4972 STOCK OR SPECIAL ORDER TILE
- 7355 DECORATIVE AND/OR TRIM TILE
- 4978 BACKERBOARD (WONDERBOARD)
- 1477 SETTING MATERIALS (GRAY OR WHITE FLEXIBOND)
- 4974 GROUT (POLYBLEND)
- 7373 SEALANT (IF NEEDED - 511 IMPREGNATOR)
- 7354 CLEANER