



Evangelos Kalmantis is Principal and Director at Integral Architecture Inc. With over 27 years of experience as a licensed professional, he has concentrated his efforts on projects requiring unique problem solving skills. Evangelos is a LEED Accredited Professional with Specialization and was an early adapter of Building Information Modeling or BIM. With his advanced skills and understanding of BIM technology, Evangelos has been able to augment the implementation of LEED design principles in effort to optimize the energy efficiency of a given project beginning at the early stages of design.

His attention to detail, understanding of building construction, on-site experience, communication skills and organizational skills have contributed to the successful completion of many projects.

HOW MANY BUILDINGS YOU CAN FIND?

- PETRONAS TOWERS
- WHITE HOUSE
- COLOSSEUM
- TAJ MAHAL
- PANTHEON
- BURJ KHALIFA

Q Z A P N K A D N L D O O H F
 B P O W Q X T D W D M F N W V
 V B R Z D W B Z J V X G T F W
 P E T R O N A S T O W E R S H
 U R C F S M R N T Q A G P L I
 B Y R P S H Q I A Q B G A T T
 J C V X M L U R J R Q M N M E
 C O L O S S E U M X Q P T S H
 A E Q Q B Q W Y A S E X H M O
 J G W R N J R H H K G W E L U
 L Q L D A W P P A R J C O N S
 C L P V J R Q O L U Q W N Z E
 N B U R J K H A L I F A Y S O
 D I B T J F L Y X O N R R O K
 N S C B M T A K J H G T A Z O

A VISIONARY CLIENT DEMANDS DESIGN EXCELLENCE

I recently encountered a situation that stimulated my architectural creativity. I was asked by a client to remodel their loft unit with the objective of opening up the volume of spaces and allowing views and light to penetrate deep inside. I was given total design freedom along with a generous construction budget and was challenged to think "outside the box".

The first challenge was to allow myself to dream as I once did in architecture school. The second challenge was to bring the dream in on budget. As typical unit costs could not be applied in this case, an itemized cost breakdown was generated at the end of the design stage. It showed that we were within budget but some tweaking was needed to keep the project slightly below budget to allow for some outstanding mechanical and electrical costs.

To help our client experience what it would feel like to walk through these spaces, we generated a 3D virtual model to walk through, just like in a video game. The client's reaction to our integrated services is worth repeating here. "Words cannot do justice for how grateful I am for your budget, construction documents, and 3D models. They are absolutely the best tools of assurance in the real estate industry bar none. I have absolutely no idea how some people can live without these."



INTEGRAL BY DESIGN



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ARE YOU CONTEMPLATING A NEW PROJECT?

We've put together a client's guide that will help you prepare for your design project.



www.integral-arch.com/how-to-prepare-for-your-design-project/



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SEE BACK PAGE.



15 STATS THAT SHOULD CHANGE THE WAY WE DO BUSINESS

Many of my clients are business owners or senior managers so when I found these startling statistics recently it made me re-look at how I was running my business and want to share them with you in this newsletter.

- 1) Price is not the main reason for customer churn, it is actually due to the overall poor quality of customer service – Accenture Global Customer Satisfaction Report 2008.
- 2) A customer is 4 times more likely to defect to a competitor if the problem is service-related than price- or product-related – Bain & Company.
- 3) The probability of selling to an existing customer is 60 – 70%. The probability of selling to a new prospect is 5-20% – Marketing Metrics.
- 4) For every customer complaint there are 26 other unhappy customers who have remained silent – Lee Resource.
- 5) A 2% increase in customer retention has the same effect as decreasing costs by 10% – Leading on the Edge of Chaos, Emmet Murphy & Mark Murphy.
- 6) 96% of unhappy customers don't complain, however 91% of those will simply leave and never come back – 1Financial Training Services.
- 7) A dissatisfied customer will tell between 9-15 people about their experience. Around 13% of dissatisfied customers tell more than 20 people. – White House Office of Consumer Affairs.
- 8) Happy customers who get their issue resolved tell about 4-6 people about

their experience. – White House Office of Consumer Affairs.

- 9) 70% of buying experiences are based on how the customer feels they are being treated – McKinsey.
- 10) 55% of customers would pay extra to guarantee a better service – Defaqto research.
- 11) Customers who rate you 5 on a scale from 1 to 5 are six times more likely to buy from you again, compared to 'only' giving you a score of 4.8. – TeleFaction Data Research.
- 12) It takes 12 positive experiences to make up for one unresolved negative experience – “Understanding Customers” by Ruby Newell-Legner.
- 13) A 5% reduction in the customer defection rate can increase profits by 5-95% – Bain & Company.
- 14) It costs 6-7 times more to acquire a new customer than retain an existing one – Bain & Company.
- 15) eCommerce spending for new customers is on average \$24.50, compared to \$52.50 for repeat customers – McKinsey.

If we could put a plug in the bath we may not need to run so much hot water.

Based on this overwhelming research why do businesses spend some much time and money trying to win new clients and so little trying to retain, re-sell and get referrals for their existing clients?

- written by Richard Petrie

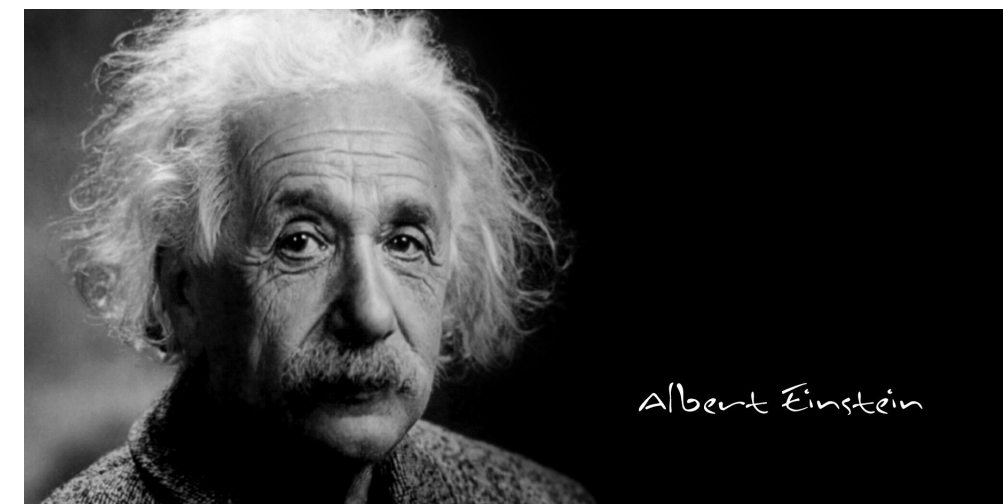
ICONIC BUILDING OF THE MONTH

Each month we select one of the most famous iconic buildings in the world and explain a bit about why it deserves to be in the list...

London's most iconic building St Paul's Cathedral was designed by English architect Sir Christopher Wren. Sitting at the top of Ludgate Hill, the highest point in the City of London, its famous dome is one of the world's largest, measuring nearly 112 meters high.

The original church on the site was founded in the year 604 AD. Work on the present English Baroque church began in the 17th Century by Christopher Wren as part of a major rebuilding program after the Great Fire of London.

Wren started working on St Paul's in 1668, his designs for the cathedral taking a decade to complete and the actual construction taking a further 40 years. St Paul's has played an integral part of London life ever since - as a dominant element in the city's skyline, as a centre for tourism and religious worship, and most recently as a focal point for anti-capitalist protests.



Albert Einstein

“Everything should be made as simple as possible, but not simpler”

- Albert Einstein