The Smart Digital Store

Bringing Dream Kitchens to Life

Decisions, decisions

Anyone who has redecorated their home knows that it's hard to visualize how new furniture or a new layout will really look until they see it installed. But by then it's often too late.

Any hesitation to take that leap and make a final decision, then, is understandable – but for retailers, selling these items means longer and more demanding sales cycles. A leading retailer specializing in leisure, multimedia, consumer electronics, and household products wanted to inspire customers and promote quicker decisions at its newly-opened and innovative store. By bringing customers closer to their kitchen design project using VR/AR technologies by Intel and Capgemini, the company helps give them confidence in choosing a plan and deciding more quickly.

Recognizing also that their in-store sales associates are their best ambassadors, the retailer wanted to further empower them with technology from the Capgemini Smart Digital Store to help them provide better recommendations and customer service.

The company had already installed a similar demonstration at its flagship technology store, with virtual walls and connected tablets for sales staff. Based on that success, it continued its Smart Digital Store journey by installing the Capgemini 3D Modeler at the new store.

Innovative European retailer empowers customers to dynamically design and experience their dream kitchen, before they buy, with the Capgemini Smart Digital Store

Capgemini | (intel)

Visualizing kitchen reality

The Capgemini 3D Modeler, powered by alliance partner Intel, allows customers to digitally visualize a space and manipulate appliance and furniture combinations in a hands-on, intuitive and fun way.

The solution uses 3D-printed furniture and appliance model components, which are "tagged" using Capgemini-developed technology, a modeler console and an HD TV. After customer preferences are selected, the customer's kitchen design is 3D rendered on screen, complete with accurate door and window positioning. Then, when component models are placed on the console surface, the Capgemini technology recognizes their associated tags and creates a 3D rendering of those units. Kitchen layouts are then created and visualized thanks to the integrated Intel® RealSense™ camera, which tracks the position and orientation of each physical model as it moves on the table allowing the software to update the display in real time.

The 3D Modeler is compatible with Oculus Rift virtual reality technology, so customers can immerse themselves inside their dream kitchen.

Integrating with the retailer's product portfolio database, the system brings kitchen designs to life by accurately recreating unit shapes, sizes, colors and finish. Furthermore, tablets connected to the solution allow sales associates to provide more detail or additional information and advice on related, comparable or alternative offerings, designs, colors and textures.

An immersive customer experience

With its latest Smart Digital Store investment in the 3D Modeler, the retailer has once again raised the bar with an immersive and inspirational customer experience – one that is highly differentiated from the competition.

At a time when customer expectations are largely shaped by the online digital experience, creating a physical store environment where they can compare products and visualize larger products has enabled the company to accelerate its sales cycle.

By creating and recreating kitchen layouts in seconds, customers can bring their vision to life and quickly build the confidence it takes to make a buying decision. The solution has been a huge success. At the time of launch the company also benefited from additional media attention due to the uniqueness of the solution, and demonstrated to the market the seriousness of its ambitions in this space.

Its Smart Digital Store strategy continues to grow and evolve with investments that create a winning, differentiated customer experience. This European retailer is considering expanding its database of 3D Modeler inventory to include its full portfolio of larger products, as well as adding the solution to up to 50 stores.

Want to discover how the Capgemini Smart Digital Store can support your unique transformation journey?

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The Smart Digital Store is always evolving

The Smart Digital Store is an integrated framework of guiding principles, methodologies, assessments, reference architectures and ready-made solutions that can be used to shape, accelerate, and sustain a retailer's store transformation journey.

The 3D Modeler solution and associated technology, created by Capgemini and Intel at the Capgemini Global Retail Applied Innovation Exchange (AIE) in Lille, France, can be applied to designing any space, from homes to commercial operations. Be on the lookout for future Smart Digital Store solutions used by retailers in this new world of innovative space planning.

Interested to learn more?

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