

Features and components include

Room Design

- Intel RealSense 3D camera recognizes 3D printed models and renders them contextually in 3D.
- Oculus virtual reality goggles link users to an immersive augmented reality space “inside” their room design where they can experience limitless combinations of layout, colors, and textures and make adjustments
- Back-end analytics show retail management the most frequent and popular choices for colors, furniture types, and appliances, plus other insights
- Store associates can provide tailored recommendations, introduce new configurations, or appliances and related products

Store Design

- Store sensors, space dimensions and floorplans, fact-based marketing personas, and PoS data are integrated into an intuitive virtual and physical store-design table
- Users move 3D representative objects (e.g., end caps, display stands, produce bins, shelving, furniture pieces) and explore combinations of space configurations
- Retailers can see impact of arrangement combinations on targeted KPIs

Physical and digital worlds converge for easier interior design and retail store and floor planning layout

- Create unique customer experiences and increase customer satisfaction levels
- Drive store foot traffic and increase dwell time and sales success rates
- Speed up design cycle time and reduce decision making time
- Tailor recommendations & create up-sell opportunities
- Remove complexity by engaging customers and retail store designers in design process
- Support experimentation with multiple store concepts and space layouts
- Capture layout effectiveness metrics & allow rapid adjustments

Customer Successes

1. A radical transformation inspires the in-store customer experience - Nobia, one of Europe’s largest kitchen manufacturers, enables customers to step into their dream kitchens

Nobia wanted to differentiate its brand through an innovative in-store customer experience and improve the integration of its in-store and online relationships. They offered an interactive, inspiring and highly differentiated offering based on Capgemini’s 3D Modeler at two of their concept stores. Their customers can design and then step into their brand-new kitchens using virtual reality goggles, and more confidently make quicker choices and buying decisions, accelerating the sales process. The 3D tool used at both stores stimulates customer ideas and “what ifs” early in the design process. Nobia then uses additional design tools to further refine and work out the details.

2. Decisions, decisions - Innovative European retailer empowers customers to dynamically design and experience their dream kitchen before they buy

When remodeling, it is hard to visualize how new furniture or design layouts will really look until installed. Retailers know that customer hesitation to make final decisions means longer sales cycles. A leading retailer in leisure, multimedia, consumer electronics, and household products wanted to inspire customers and promote quicker decisions. The retailer also wanted to further empower the sales team to provide better recommendations and customer service. Given previous success with Smart Digital Store solutions, the retailer installed the Capgemini 3D Modeler along with integrated store associate tablets at their new store. By bringing customers closer to their kitchen design projects using VR/AR technologies by Intel and Capgemini, the company created an immersive and inspirational customer experience.

Interested in learning more?

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