

# The Smart Digital Store



## Differentiate your store experience with Capgemini's 3D Modeler

### Challenge - How to increase store visits and time in store

By 2020, customer experience will overtake price and product as the key brand differentiator. Yet, companies continue to lose over USD300 billion globally each year due to poor customer experiences.<sup>1</sup> Further consequences include increased customer churn and damage to a brand's reputation.<sup>1</sup> How do retailers truly connect with customers to provide value and drive store visits and time in store? One way is to provide space planning tools that instill confidence in customer purchase decisions and reduce sales cycle times for room designs or store layout / space planning initiatives.

### Solution - Visualizing kitchen reality

Creating rich 3D models of kitchens or other spaces is now easy and less time-consuming, even for retail associates who are not software savvy. Capgemini technology instantly translates objects in the physical world to the digital world. The Interactive 3D Modeler uses an Intel RealSense camera to detect physical building blocks, which Capgemini software translates into a 3D digital environment for either a client's dream kitchen or new store concept and floor-set design – in less time and at lower

costs. This virtual world can be further customized with different styles, colors, surroundings, and by size of room or store. Plus, the digitized 3D model can leverage a virtual reality headset to create an even more realistic experience for a new kitchen or store layout.

The solution also integrates with the retailer's product portfolio database, and connected tablets allow sales associates to provide additional information and advice on related, comparable or alternative offerings, designs, colors and textures. This innovative solution also integrates back-end analytics, providing retailers with insight into the popularity of each unit, appliance, color, trim, and more.

### Reinventing the sale

With the 3D Modeler, the customer experience is entirely transformed - into one that is interactive, inspiring and highly differentiated from that of the competition.

### An always evolving Smart Digital Store roadmap for the future

Capgemini provides the breadth of retail technology experience essential to drive forward goals to merge online and offline shopping experiences. The Smart

**Build a Smart Digital Store that differentiates your brand and creates an emotional experience to accelerate customer decisions. Using Capgemini's 3D Modeler built with Intel technology, visualize real-time spaces using virtual reality and 3D-printed models.**

Digital Store integrates guiding principles, assessments, reference architectures and ready-made solutions that can shape, accelerate, and sustain a retailer's store transformation journey. Capgemini together with Intel ensures the underlying architecture meets demanding requirements for core elements like security and privacy. By following an integrated approach, the Smart Digital Store drives new and measurable business value and grows with the retailer's business.

<sup>1</sup> <https://www.prnewswire.com/news-releases/omni-channel-customer-experience---not-an-option-but-a-strategic-necessity-300303866.html>

## 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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## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients’ opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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