

emotion
wonder
freedom
excitement
impact
movement
journey
creativity
gratitude
adventure

Capgemini 

feel the **convenience**

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impact

Immersive Experiences
for Commerce



People buy with their eyes. Despite the significant increase in online shopping, consumers still like to see what their purchases look like — on themselves, in their home, in their car. Research reveals that consumers are **11 times more likely to buy furniture if they can see it in their home setting** using augmented reality.

We're also living in an experiential era, in which consumers want to be immersed in the buying experience, to have power and choice in how something tastes, feels, or is configured. This can have a positive impact on sales, with **people willing to pay 20 percent more for a product they can customize.**

This demands a new model for commerce, one that increases average order value, conversion rates, loyalty and, ultimately, revenue.

FEELING THAT 1:1 CUSTOMER EXPERIENCE

BUILDING DATA-LED IMMERSIVE COMMERCE EXPERIENCES

How authentic is your customer experience? Is it relevant and individualized, no matter which digital touchpoint your customer is using? The key to building a truly immersive experience that's delivered at the right time, through the right channel, is data.

Why does immersive commerce matter? We know that the more a consumer is fully immersed in the experience of buying, the more likely they are to make a purchase. [Eighty-three percent of online buyers](#) say product visuals were the primary influence of their buying decision. Better product visuals also shorten the sales cycle.

In the end, experience is what matters. Customers need to feel the same personal 1:1 experience that they receive in-store via the digital channel of their choice. This might mean personalized loyalty rewards, the opportunity to try before they buy, or being part of a brand-based community.

Unlocking customer insights with data

Immersive Experiences for Commerce transforms data into increased customer engagement at all touchpoints, leading to reduced customer churn. Every digital behavior and touchpoint generates raw data that can unlock game-changing actionable insights to drive stronger results for the company. Capgemini helps mine and apply valuable data to optimize the digital experience and drive long-term success.

Data can be utilized to fuel many immersive commerce experiences, including augmented and virtual reality, mixed reality, 3D product configuration or customization, content-driven commerce, cause-based commerce, dynamic imaging, and subscription-based commerce.

Creating unique experiences

They're all part of the new Immersive Experiences for Commerce toolkit within Capgemini's broader Immersive Experiences portfolio.

A world-renowned confectioner worked with Capgemini to launch a tasting club that offers customers limited edition samples from the company's inventing room. We also worked with a leading jeweler to design an app that enables customers to visualize different watch styles on their arm in a way that mirrors the in-store buying experience.

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THE TOOLKIT

While data is an integral part of what we do, we also bring together creative design and the enabling technology needed to provide multi-sensory experiences. These extend from the flat UI experiences derived from interaction with a website or native apps via smart devices, through natural interfaces, such as touch and body movement, gestures, speech/conversational commands, etc., to the extended reality of AR, MR, and VR.

We work with many leading brands to enable them to successfully realize and maximize their commerce vision. Our toolkit contains:

- Content-driven commerce: Making content king at the start of the online website journey. Content is used to tell stories, to connect, engage, and immerse the visitor.
- Product-model selling: Imaging techniques can lower costs and provide a more engaging way for customers to shop.
- Virtual try-on: We utilize technology to fully immerse the customer in the shopping experience.
- User-generated and social content commerce: Creating an engaged community around the brand.
- 3D product configuration: Enabling the customer to highly configure and customize products.
- Subscription commerce: Enabling a subscription-based model for a recurring revenue stream.
- Product customization: The capability to highly customize a product.
- Omnichannel commerce: Multiple choices for customers to acquire the product include in-store, curbside, buy online, pick up in-store (BOPIS), and even reserve online and pick up in-store (ROPIS).
- Cause-based commerce: Creating a site that both sells product and displays social responsibility through a cause with a community following.
- Loyalty commerce: Loyalty programs that drive retention.
- Personalized recommendations: Guiding the customer through the purchasing process and making recommendations, simulating the in-store sales experience.



TRANSFORMING THE SHOPPING EXPERIENCE

Nothing stands still. Commerce is a dynamic world demanding agility and openness to change. That's why we work with our clients to continually measure and monitor their site analytics, enabling them to fine tune the customer experience and innovate as tastes change.

Our solutions are transforming the way people feel about their shopping experience and how enterprises derive revenue. For example, we helped a leading sportswear and equipment company to create a community of sporting fanatics, enabling customers to share the experience of their customized purchases online.

Better product visuals also mean fewer product returns, with the potential for a 40 percent reduction when there is adequate product visualization. Our Guided Selling solution for an international retailer of "everything baby" makes it easy for parents shopping for products, with recommendations that are customized for each shopper.

We've also taken the magic of a unique in-store experience for children and recreated it online. That's not all. From consumers customizing their own golf balls or baseball gloves to offering customers an opportunity to be part of the product development cycle, Capgemini Immersive Experiences for Commerce opens the door to new revenue streams and a growing base of loyal customers.

WHY CAPGEMINI

At Capgemini, we know what the best immersive commerce experiences look like. After all, we've delivered more than 100 commerce sites across a variety of industries, and we continually evolve our vast expertise and knowledge in this area. We bring together creative, design, technology, data, and strategy in our holistic approach to commerce.

We help to define digital strategy and deploy the right technology to deliver it. We craft and execute tailored digital marketing programs that increase traffic, improve conversion, and drive revenue growth. And we envision new ways for consumers and buyers to engage and interact with a brand, benchmarking activities to attract and convert shoppers across all channels.

With a reputation for innovation, we deliver true business value for our clients. We bring to life inspirational immersive experiences that enable them to get the future they want for their company, their employees, and their customers.

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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of \$19.3 billion.

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Note: current conversion is €1 to \$1.18 (8/15/20)