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Experience with Angelo  
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# The Ultimate Shopping Experience with Angelo Coletta, Zakeke

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[00:00:00] It'll be around Houdini. So Gen Zed has started an attempt to cancel him social media war. And then all the millennials and the Gen X's came in and just went, nah, you're not doing that.

Welcome to Cloud Realities, a conversation show exploring the practical and exciting alternate realities that can be unleashed through cloud driven transformation. I'm David Chapman and I'm Rob Kernahan and this week we're returning to the consumer experience and having a look at developments in the visualization layer and how it can bring digital close to the physical, but also physical perhaps closer to the digital.

But before we get to that, what's confusing you this week, Rob? Hang on, Dave, you skipped a [00:01:00] bit there. Am I exposing your unpreparedness for this podcast? No, I thought I'd just cut straight to the chase. Cut straight to it. Yeah. Well, this week. Dave, I am wondering if technology has become too complicated.

This is a, uh, a quick question and it is borne out in some of the I. T. support stories you hear about people when they struggle with technology and, uh, sometimes with massively humorous consequences. So there's a good one about the, um, Couldn't figure out why the Wi Fi signal wasn't working. And when they investigated, there was a load of takeaway cartons that were metal that had been placed on top of the WiFi box and absolutely killed the signal.

So complete lack of understanding of how Wi Fi actually works. Another one was somebody's ethernet cable kept falling off the desk. So they plugged it in and then put a pin through it into the desk. To keep it in place, obviously killing the connection. There was one where somebody bought an iPad and used it as a chopping board.

So maybe overextending its use by understanding of it's, uh, [00:02:00] what it's actually intended for, or indeed we should let Jonathan Ives know about that. That sounds like a miss on that part. The, um, the call, my laptop's not charging. And when they turn up the power cable has been plugged into the audio jack or into the wrong port, et cetera, et cetera.

And then the one I love the best. was the photocopy is not working and the support engineer comes out and they've not taken the paper out of the packaging and just put the whole ream of paper in with the wrapper on into the and then wondered why it wasn't working and it does actually raise an interesting point i mean they're all sort of comedic in nature but there is this um is the because we don't understand how everything operates when we do something and it breaks and we're not able to fix it this over reliance on this ecosystem we've now become very dependent on it's like the moorlach and the eloy type future that we're maybe creating where, you know, you live in a world where you don't understand how it works and it's incredibly frustrating.

I mean, you used to be able to fix your own car and now they're so complicated. You can't. And I think technology's getting there as well, where it's very, unless you're very experienced, it's a, it's a hard thing to tackle when it doesn't work [00:03:00] as it should. Now. Is this something that you, as you're getting older, you're finally tuning out a little bit about how all of this works, and now you're perceiving it as complicated?

Or is the reality of the situation actually complicated? So I will tell you something, I actually have a t shirt that I wear at family events, which I take off, and it says, no, I will not fix your computer. Because I am that one, and there'll be many listening, who have that same experience, where they turn up somebody's house, they go, I've had this problem with this over here, and I'm the one who has to spend an hour unravelling the utter mess they have created with whatever they've been trying to do to fix it.



So I'm actually, I'm, On the other side of I'm sick and tired of having to sort this stuff out. I was waiting for you to come around my house, Rob. Cause I wanted you to take a look at, well, I mean, you'd constantly send me information requests on teams at the moment, Dave. So I can only think the physical experience is just around the corner.

Can you imagine how good that will be? You'll have a [00:04:00] list of queue. You'll turn up with her. Do you just mind going down this before you can finally have dinner? I did actually have one of these moments the other day. They, the, the badly plugged in thing where I was, I was, I have a, uh, a streamer. For music and the streamer wasn't loading line.

I'm like, why is that? I mean, it's, it runs from an app on my phone. I'm like, why is that not loading? So I'm like. Reboot the thing, obviously switched it off, switched it back on again, a couple of times, didn't resolve the issue and then went and rebooted all my wifi thinking, well, maybe since I've rebooted it, it's not on the network properly.

So, you know, went around, rebooted the device again. And it was only as I was sort of peering. At the back of it about to give up. I'm not going to lie that I noticed the network cable wasn't in like, Oh, plug it in. Yes, that is a common one as well. Isn't it? Yes, that's the, that's a good one. But no, I think there's, I think there's two things going on in your confusion this week.

I do think there is a generational [00:05:00] issue, which is like you become less and less bothered, I don't know, bothered, motivated. I don't, I don't think it's a brainpower thing because if you want to, if you want to stay current, there's plenty of opportunity to do that. But I do also think that happens at the same time as technology complexes.

There's no, no doubt in my mind that like the technology my dad was using when he was in his twenties is profoundly different to the technology ignores today. But is it, is it an active I can't be bothered to understand it, and I'll just ask somebody else to do it, outsource my tech understanding, or is it that there's a bit of confusion there?

I can't work it out, but it becomes ever increasingly frustrating, and I see the stories piling up on the internet about the, uh, the complete lack of understanding of how things work. I'm going with intent. You're going with intent? I'm going with intent. Okay, we'll stick with that then, that's the answer.

Brilliant. Well, look, we are going to also talk about the experience of technology and interfacing with technology to, to examine products and have a look at product and what the evolution of the [00:06:00] consumer experience online is going to look like. And I am delighted to say that we've got Angela Coletta with us, founder of Zakeke, based in Milan.

Angelo, why don't you introduce yourself and just tell us a little bit about Zakeke. Yeah, you know, my, I've been an entrepreneur for a long time, I've created in my life different tech companies, and I've sold fortunately, well, I've made some exit in the past and this is my last adventure. Oh, I've started looking at three mains, you know, trends.

Well, on one side I've seen that, Some technology are finally ready to be used in the e commerce world, and I'm talking about mainly 3D rendering that is finally ready to be used on Web3 and AR. And on the other side, I've seen that the production system is changing verticals because of robot [00:07:00] insiders.

The lines are changing dramatically. the cost of customized production. So in many industries now you can create a product at the same, you know, personalized product, the same cost of massive products. Now, so there is a big trend now. Now the industry is ready to be like an artisan. Okay, so they can produce a lot of things.



And on the other side, people want to be, you know, special. Uh, uh, now in our society, you know, everyone is a tattoo. My idea is that it looks like that people can speak and the story of himself is written on their body, like, uh, uh, still Rosetta, not still Rosetta. So the idea is that any customer is ready to pay more to have something special for him.

The industry on the, on the other side is ready. to offer a customized production because there's a lot of value to take care. And on the [00:08:00] other side, we have finally the technology that can, you know, provide the experience in the product page, uh, where these things could happen. So I say, Oh, if this is true, it's time to create a solution, simple to use for everyone.

To offer this new layer of experience and the product pay and that's how the KK was born. So let's start with the market and shopping experiences generally. Maybe paint a bit of a picture for us Angelo of the of the online expectation around shopping and how it's evolved maybe over the course of the last maybe even 15 years.

Yeah, my opinion is that, um, what is going on is, you know, the second big revolution in the e commerce space, you know, if you remember when, when the e commerce has started, we have only one product, one way to pay, then you have to pray to see if the product sooner or later will [00:09:00] arrive. And after that, in 15, 20 years, now an incredible ecosystem of services has grown around the product page.

So now we have hundreds of ways to pay, many kinds of delivery, hundreds of photos, 360 and whatever, uh, The customers can tell us about the product. You can have a preview of many things. So there's an ecosystem of services that has grown around the product page and that, and that is the commerce that now we know what's going on.

My idea is that on top of this ecosystem of services, what is going to happen is that we will have a visual layer. And as a visual layer, what I think is that is a mix of technology like 3D, 2D customization, AR, try on, and maybe in the future, hologram or many other, you know, visual, visual experience that it could be possible to be [00:10:00] offered in the product page that will change the idea of the customers.

In the interaction with the brands. So my opinion is that in the next 10, 50 years, there will be no one website, no one e commerce without a piece. of the visual layer. So someone that will use all this technology together, all this experience together, someone only a piece like AR plus try on, someone else, they choose only one of that.

But what is sure is that the experience that we are going to have in the product page will change dramatically. It will become more, you know, intense between the brand and the customers. So customer, there will be more owner. of the product that they're going to buy. And that's why we have created Zakeka.

Yes. Well, let's come back to Zakeka shortly. I wanted to just explore a little bit of just for some fun, just explore some, uh, some of the history of, of online commerce. The one that right back. In the [00:11:00] days of the, probably in the late nineties, like the very beginning of the boom that your, some of your product visualization actually reminded me of in a very positive way was boo.

com. Does anybody remember boo. com? I remember boo. com, but I can't remember. The USP, you'd have to remind me. They were like, if I remember this rightly, I think this, this fundamentally sold shoes, I think, and like trainers and things like that. And I, one of the big things that that site did that was probably ahead of its time, because actually the technology doesn't, didn't really function that well.



And it's probably taken quite a while for this technology to become pretty commonplace is 3D visualization of the shoe. So instead of like, you know, you're looking at a flat image, which you still do today, even if you go into Nike or you go into Adidas, you You predominantly just get shots of the shoe.

They're beautifully taken, but shots of the shoe and boo. com allowed you to just sort of spin it around and have a look at it. [00:12:00] You see that on a number of different sites these days. Angela, what was the big inspiration for you when you were looking at kind of early iterations of, of e commerce and I guess in the internet itself as it's developed over into internet too, and then into the days that we're going into now, what are the big ones that stick out for you as being like reset the benchmark?

Oh, um, You know, for you, I've told about, you know, Nike. So they have started providing a bit of this experience some years ago. What has changed is two, there are two big changes in the meanwhile. First of all, finally, the quality that we can offer on the Web3 in terms of 3D rendering is similar to the photo.

You, you, you can understand which is a photo, which is a 3D model. So the quality of what you can offer is the really killer app for many industries. Because, you know, for example, we have some customers like Valentino, many others in the [00:13:00] luxury market. They can't provide in a 3D experience if they are not totally sure that the quality of what people is looking at, it's equal to photo, you know, because for some kind of brands, quality is, you know, the first motivation for moving on, moving forward in a 3D centric vision of their company.

The second thing, so this is a very important factor. Second, three, four years ago now, uh, mobile phones, uh, you know, Apple and Google words have released the. You know, AR experience inside a mobile phone. So finally, two technologies that are old technologies like 3D and AR are finally ready to be used in the web world.

So now you can use your mobile phone to see your sofa inside your room in a simple way. Without any device in your, in your, on your head [00:14:00] or, you know, without any problems. And so these two things together are pushing the 3D at the center of the vision of the next generational company. So we are moving from.

a photo-based e commerce to a 3D based e commerce. And in the meanwhile, there are many other things that are, are useful for this journey. For example, generative AI on one side, computational force that is growing day by day. So you have, we have more computation on a mobile device, more computation on the cloud.

And so we are day by day, always more ready to offer a really 3D centric experience. That at the end of the game is not only something that is going to change the front end experience interaction with the customers, but there is a big change in the operation too, because you can say for example, a lot of cost in the [00:15:00] samples.

You can use 3D for doing everything. You don't need to provide for your sales team, for example, sample everywhere, and there are many other impact. And the back office of many industries that the 3D world can change. And so there's a lot of money to save, a lot of money to do. It sounds like in terms of setting up those experiences, it will be more expensive.

and take more time than than just rendering, you know, basic photographs, albeit nice ones. Is that the case? Or is technology got us past this being overtly expensive? I think I think is a bias in this moment in the market. Many managers thinks about, you know, use 3D inside



their strategy as a cost. You know, to, to be planned, but the reality, uh, if you start using 3D now to, to have a 3D inside the company, you can have this in different way.

Maybe you can project directly in the 3D world, [00:16:00] maybe you can start from scratch from photos, but the cost of each 3D is yet now low enough to be compared to a shooting cost. On the other side, when you have a 3D inside, you can do a lot of things because first of all, you can save samples, you can provide your catalog everywhere in 3D and AR, you can provide a new experience of your final customers online, and you can use the 3D for every shooting of your 3D in a virtual way, and you can do, you can use 3D assets inside your marketing activities.

This is. The other main needs on the market, because imagine in the next, you know, two years, someone that sell shoes, sneakers, and then they provide online and, and some ads based on 3d content and some ads based on photos. [00:17:00] Sure. The, the, the click through rate is three times more for the 3d centric. Yeah.

And there is a lot of statistics that, you know, can confirm this. Well, maybe we'll come back to the data in a second, but let's take a bit of a quick step back and look at what Zacache does, particularly around the visual layer. So maybe you just explain to us in brief terms how the tech functions and what differentiates it.

Okay. The idea is, you know, if our vision is right, so that we can imagine that engineers Everyone have to use a piece of visual layer. What we are thinking is, okay, we have created something that can be used from everyone in a simple way. So one of the most important choice that we have done is to create a kicker like a platform that have to work for all.

a long tail business. So we have a pricing model, we have an offer that works from super small guys, you know, that's why we have more than [00:18:00] 10, 000 customers in this moment live worldwide to big guys like HP, like Valentino, like Uber Eats, Ubisoft and many others. And so first thing is that it has to be for everyone.

Second thing is that it has to be a real plug and play and self-provisioning solution. So what is nice is that what you think is very complicated to do, in reality, it's very simple to do. You can imagine your company starts selling, you know, 3D products that can be configured, that can be, uh, shown in AR.

You can try on your face or maybe on your foot, if you're talking about shoes. And you can do this maybe in hours, not in months, you know, So it's very simple now using zakeket transform your business your customer experience online really [00:19:00] just uh with a solution that is a plug and play that is really a Plug in for the many important e commerce platform like Shopify, magenta, presto, shop wix, etc, API for all the others, so you It's very simple.

When you decide that you want to become a 3D centric company and you will start offering this new kind of visual layer. Now you can do this with not big, not a lot of money if you're a small guy and in a super simple way without any specific technical competence. So it's something that you can make like a normal person.

You don't need to be a dev. And what does that mean for me as a consumer? So is it simply that when I go onto a website? I get a 3d visualization or is there more going on here that is going to enhance my experience? Yeah for the for the consumer experience very simple because you don't see the cake you see the product page of [00:20:00] your Uh, you know, brand that you love.

So you are here for buying your products. Maybe you find a button that can tell you



customize it or viewing AR or let's try on and so you can do this experience like a one click experience. So you can spin, you can configure it, you can do this with AI too, you can see in AR through your web mobile phone.

So maybe you can try. On you using your camera. So for that The customer is like a gamification of his experience with a brand, but it's very simple. It's very intuitive because it's the same job that they have done in the past. Just make some click. And I think where we've spoken about this before is, um, uh, it's very difficult now to differentiate.

You've got price as a point that's always there. Yeah. But the experience of buying the reliability of the buying, I know you said right at the beginning, the sort of pay and pray will, will it arrive? But now this, when it [00:21:00] arrives. Your expectation is much better set because you've got this 3D understanding of the product.

There's always those stories where people buy stuff and it's the wrong size or it's different to what they expected or the visualization on the website didn't give them the expectation that they needed and then they get frustrated. Whereas here, what you're providing and it sounds like is the ability to have a better expectation of what's around to arrive, how it's going to fit into your home.

You know, and the sort of a much more realistic understanding because there's always been that barrier with online purchasing that, you know, there's still an online store experience with touching and feeling things and being able to try them out has been a thing that people have enjoyed in the past, but now online is obviously lifting slightly.

So this is a way of bridging that gap by the sounds of it. Oh yeah. What is happening now? They're just. You know, different angles that you can see this, this layer. Now someone is waiting for, you know, a big [00:22:00] project to take a lot of time. Maybe the expectations are very low and they remain enthusiastic because for example, we have a lot of use case.

Where, you know, for example, the conversion rate grows up of 300 percent or maybe they have changed totally the supply chain or maybe the omni channel strategy that they have using a platform like Zakeke. Many others, what they have seen, that the loyalty and the average value of the card Has grown up a lot and there are some specific business, for example, in the uniform business, they are not only using the kicker, they are not only changing the experience online, but they are changing the process.

For example, in general, in that case, you have some sales guy there. They, they are going around for a small football young club to sell the t shirt for the year. Then they have to [00:23:00] receive the list of numbers of the guy that have be put on the t shirt. Then they receive the logo of the sponsor and all these activities like a ping pong between the company and the small club, uh, spending a lot of time with a lot of mistakes inside.

Uh, and the journal takes 20, 25 days. Now, the process, for example, in a company like that, is very simple. They send a link, uh, the football club can make everything, charge all the name and numbers. Put the logos on the t shirt and when everything is ready, say, okay, please print it. Don't provide me the, the, in this way, for example, a company in this world that's saving 70 percent the cost of operation on the sales side.

And this is a big deal. Yeah. And after that, they start to really loving the experience, not only, you know, for the emotional way, but because [00:24:00] they are saving a lot of money and time and make. a job simpler for both parties, you know, for customers and for themselves. And it's like anything, once a couple of people have started to do it, it becomes standard expectation and then you're disappointed when a retailer doesn't have it.





So it's, it's lifting the bar. No, in general, you know, what we have seen, we have, you know, 95 percent satisfied or maybe sometimes more satisfied in front of the expectation, because for the bias that I told you, many of them imagine that the cost is higher, the time that they need to, you know, to start the project longer and when they see the quality, they can offer a line in a very simple way.

They are very happy. That's why we have a really small churn rate and we have a lot of, you know, epic customers, fortunately around the world. So I think seeing it from the consumer side of things, [00:25:00] you can see the evolution of the customer experience and you can see where it might be going. And we might come on at the end to talk about what the futures of that might look like, which I think could be quite interesting.

We also understand a little bit about how the technology layers in, I guess, from a point of view of the organization that. Is using a platform like this then to speak to a customer? What kind of results are they seeing either an increased traffic or click throughs? You touched on the data briefly 10 minutes ago.

What are the main outcomes that improving experience in the way you're suggesting would drive for the business of it? Yeah, well, we have seen the world, you know, we have Here we have data. Uh, first of all, there is an increase of conversion rates. You know, this is, uh, you know, like a, uh, a promise for everyone.

Maybe sometime, and the range is between 30 percent till 400%. It depends on the sector. It depends from the product that you are selling, but for sure, [00:26:00] there is no one that has a decrease. So an increase in conversion rate is first point. Second thing, it depends from the channel because our solution is a omni channel solution.

So, for example, some brands like Armani are using us online, but in the physical stores, too. So, for example, in that case, what they have Offer to their customers in the possibility to have a different experience inside the physical store, too. Okay. How would it transform the physical experience? Rob likes to touch and feel products in the physical world.

There's still that tactile thing that, you know, is difficult to replace with the online. I wondered where you were originally going to go with that, but I'm glad we ended up a product. Yeah. For example, in this case, Harmony has created an experience based on an iPad That the sales guys inside the physical store, they act with themselves.

And so because they are selling some specific bags, just, you know, for [00:27:00] super rich customers, uh, when they My sales got one of those bags. Yeah. Yeah. This cost start from 30 at key, which is moving. Yeah. Yeah. Yeah. It's not that bad, you know, for a day by day. Vigorously. He's nodding vigorously. Thumbs up.

Thumbs up from Marcel. And so what they do is like create an intimate experience. Hey, there is a special things that, you know, we can offer to you. Decide with us which kind of bag you want, you can configure it, you can see it, and then you can decide if you want to receive the bag inside the store, this store, or maybe another store, or maybe receiving a tote.

There are someone, uh, someone else in the sports sector that, um, are using the 3D experience. to animate some wall. So they're using 3D asset to create, you know, an experience on the wall. Maybe you can configurate, uh, the [00:28:00] product inside the sales guy and you can see on a wall on the other side, then you can try it with an iPad on your, on your, for example, for shoes on your feet.

And so they are changing the, the experience inside the physical stores. It becomes more It's more digital and the experience in the digital world, it's becoming a bit physic. Yeah. So the



two words are, you know, moving one in front of the other. That's really interesting. I think I've, I've used, I don't know whether it's yours, I don't know whose software is, but it was on, I think it's on the Ray Ban website.

And I tell you what frustrates me about it at the moment is why all the sunglasses look really small on me because you got a massive edge. It might be David, the system can't cope with you. Noggin. Well, I'm going to ask you, Angela, is there any, anything we can do about that? Yeah, just to tell you one nice things about glasses.

Yes. Uh, we are many customers in that field and for sure [00:29:00] you can try your glasses directly in front of your camera. But we have introduced an innovation that we are using AI, for example, to take the interpupillary distance. And so before that, there are only two possibility. You can use a credit card like a measure.

That is not something like a very fantastic experience. But without interpupillar, uh, distance, the people that make this job can, can sell, you know, optical glasses. They can sell all day. sunglasses. So changing these rules now, they are start selling, uh, you know, glasses useful for reading or for other things like that, for just because you can, you know, take the interpopular distance directly from your camera, your mobile phones.

So you touched on the beginnings of integration of AI into this. I understand you guys have recently won an [00:30:00] award on this. Congratulations. Tell us a little bit about that and and tell us about like how AI integrates into this specifically from a consumer experience perspective. So how does it make my experience better?

Yeah, there are two, you know, two angles that we are using AI inside the product, you know, because For me, AI is like, you know, what they've been Excel 30 years ago is, is changing something for everything. It look like a small magician inside the company that you have. So what we have done is first of all, on the front end.

So like, you know, from consumer side. What we are using, what we can do by eye, what we are doing is, for example, you can configure your product, or maybe you can ask your product page to offer a configuration just to a vocal prompt, you know, Hey, okay, I love these shoes, please. Can you try to configure something that looks, you know, young for a [00:31:00] young guy?

Of 30 years that when I go, uh, walking around New York, okay. Or maybe, you know, I prefer, do you imagine to stay in Rome? You think it's better another color? No. And you can have this kind of interaction. And so, AI do what you have to do by click, by a lot of clicks and can provide you option. And so you can, you know, have the idea that you are talking with someone that is showing you different solutions.

Second thing that maybe is the main aspect in terms of how is, how AI is the impact of AI inside the product is in the backend. For example, Uh, when we offer a platform to people that have maybe a thousand of products to be configured, okay, uh, sure. We, they can upload the 3D models in bulk. They can upload some rules, but after that one time, they have to set up the products, uh, following the rules of configuration that they have in their mind.

[00:32:00] And this is taken a lot of times if you have thousand products. Now you can do this like, uh, with a prompt of AI and what, you know, six months ago, uh, takes six months of hours in terms of, you know, labor costs. You can do in one minute, maybe you have to only spend another five hours to check the 3 percent whether it could be some, uh, mistake.

For example, in the uniform industry, the final output is something that you have print on fabric. And so when you put the pieces that you have to print, On a dam, one of the goal of



all the companies that work in this world is, you know, I have to try to try to save the fabric because the fabric is a cost.

And so AI can help to create the best way to put all the pieces together. Inside in a fabric down and so you [00:33:00] can save fabrics and so you can save money. I think my big takeaway from that though, is it sounds like I can use AI as a prompt to solve for my small sunglasses situation. It's just going to say put a bag on it.

Yeah, why not? In that way. But or it might come back and say, look, David, technology has evolved, but it's not that evolved. The algorithm can't cope. Maybe in the future, no, AI will change. You know what? Comes from our sensor to our mind. Maybe in the, in the journey, you can put a layer of AI that can help you to change.

I think that's the way through Angela. Perception change perception. Yeah. I think, come on. Are you, are you guys on top of that, like as an that, that's just an extension of the visual layer. Yeah. Paradigm, isn't it? I think so. I think that's the future. The visual layer will be something that it could be in our mind or maybe.

You know, not so far from there, maybe there will be a chip in our mind. Yeah, right. So it goes from like on screens [00:34:00] to probably an augmented reality. We haven't touched on that much there, but I think it's, if you think about what is the, which is the best augmented reality that you have seen in your life is your life.

No. Yes, that's true so sometimes it doesn't even feel augmented, okay. Yeah. Sometimes it's not augmented, but it looks like Yeah, exactly. We're getting back into simulation theory saying here on the back of this one, but yeah, no, but it's a good point though, isn't it? Technology evolving and, and we've already seen the early stages of the sort of, uh, electronics integrating with the human.

We've seen them, uh, correcting, um, somebody's. Vision using technology where they couldn't see they put the chip in and now they can see shapes and that's changing them. It's not that much of a leap to think that that can then be projecting something onto our eyes to overlay, uh, an experience. And it would be, you know, that just that next leap.

However, there is a sort of dystopian version of that in the future as well. If you've got adverts [00:35:00] into your vision as you're, as you're like shopping and you're walking past and things like this, it can become quite intrusive. I think that technology will arrive. As soon as we can imagine to offer something like that, maybe the real problem will be, which will be the rules to manage, you know, this dystopia vision.

To pay for it, you just have to accept a 10 year rolling advert running across the top of your vision for the time. You have to pay if you want to spend your life without heads in your mind. Exactly. Take ads out of your life and you're going to pay for that uplift, even though that's where we started.

Um, I, we sort of got into it a little bit, Angela, actually, but maybe slightly more jokerly, but I was interested in maybe bringing our conversations as a bit of a close by asking you to future goes a little bit. So if, if at the moment you guys are. Increasing click through and increasing volume in terms of product sales as a result of [00:36:00] providing these different and varied experiences through the visual layer.

Where do you see it going? Maybe, maybe with a five year horizon, how close do we think we're going to get to the sort of thing we've just been so slightly humorously talking about? But I suspect it is coming at some point. My vision is that. This market is growing very fast and in the meanwhile, the experience that now we are providing is finding its market.



On the other side, new piece of the experience are, uh, you know, comes out. So The idea is that every time there is a technology that is ready to impact to the experience of visual layer, we are going to improve it inside a platform. And so there are many, many technology, for example, when we will be able to offer hologram on mobile phones, probably holograms will be better than AR experience for [00:37:00] such things.

Probably when the generative AI will be stronger, we will have a super high growth of the, you know, 3D centric strategies because everyone in a super simple way can provide at its own company the 3D asset they need. Probably the AI will help to, you know, to create a new industry of trial on web that now is, you know, is close around what you can put on your face, maybe on your foot.

Uh, but for example, you can have a good experience to dress something, uh, on, on the web work you can do in, in some specific app, but not in the web tree. So maybe in the future, this kind of experience where it becomes a piece of. Uh, a visual layer. My idea is that what is sure that you, we can imagine [00:38:00] a product page like a statistic place, you know, with a photo, just something to see, it would be something to interact with.

Robert, have you got any trends for us? Well, Dave, in the world of buying stuff, the, uh, retail therapy view of the world, I've been looking at some stats and figures about how we are changing our habits as a society. And we've discussed a lot of it in the podcast. Um, but there's a couple of points here.

That are quite interesting. So there's definitely a move for buyers to have a more of a social bias with diversity, inclusion, environmental consciousness. You know, where are my goods from? Where were they sourced? How are they manufactured? And is this company donating to charity? So I buy now based on a preference of is the company I'm buying from good.

And there's still [00:39:00] quite a lot of people who say they prefer store experience at time. So over 50 percent say actually is nice to go and have that experience in store, bit more social. And I think we said as well, the smartphone has now become the preferred way that if you are going to do online buying, they do it through that.

So away from the PC browser type thing onto the smartphone, very quick, convenient, that sort of thing. And we're seeing most people doing an online purchase at least. once a week through that type of platform. And then there's some big generational changes as well in all of this. So you get the gen Zedders who will buy through social media.

So let's see something on Tik Tok. And then I go, I'll have one of those click bang. And that was sort of a thing that the Chinese pioneered way back years ago. But actually if you're a baby boomer. You will only buy off that channel if you're 6 percent of that generation. So there's this clear change to even buying online.

There's a, there's a change in behavior between generations. Although baby boomers are ever more increasingly taking over things like Facebook and they are finding information that way, but they go back to more traditional online, um, [00:40:00] ways of ordering. And then we see sort of like the contactless shopping start to rise.

So you walk into the shop, you pick the stuff up, you exit the thing. So. For things like stadium gigs, how do you reduce the friction on purchasing? Get more people through another one that I found was body scanning, which has been tried a bit where you put a suit on with a little novels like the computer games and you spin around and you scan yourself and then the system knows your body shape and then can recommend the right clothes size for you.



Is this the excuse you've been looking for to finally wear that suit that you bought? in public, scaring everyone. No, but there's a thing. It's only weird when you see it the first time. I found I got used to it after a while. Yeah, you're used to it. But the, um, that's been tried and it got very mixed reactions because of like, do people really want their personal data uploaded at that level?

That type of thing. And of course, I had to say at the end, you got the AI assistant that like the tricorder type thing that we discussed that sits on your badge. The communicator that sees things that gives you information about the shopping experience. So you see a product out in real life, you can [00:41:00] ask it queries, then you can add it.

And we see the voice assistant starting to be more and more into ordering. So that that prompt that says you probably run out of these. Would you like me to add it to you? in the morning, all that sort of stuff. So preempting your need to buy. So anyway, that was a list of changing behaviors, uh, generational in nature and technology differences.

But yeah, that's what I think is happening is what sits at the heart of this. Really the attempt to remove completely the geographic distance between a person and a product. So I, I think you mentioned it, Angelo, that. That it's like the digital world is trying to make the experience feel more physical and feel more personally interactive and the physical spaces are almost going more digital what occurs to you when you hear that those shifts and trends that rob was talking about.

Yeah it's interesting because i [00:42:00] totally agree of this many thoughts that are working together you know. Uh, modify the shape of the experience of commerce through generation, through channels, you know, uh, and, you know, and through a physical supply chain too. So my idea is that social media, uh, when they started, it works like, you know, when you meet people.

In a, in a square, you know, you talk about, yeah, what do you think about this product? What has happened that someone has opened a directly shop inside the square so you can buy directly. This is what happened on TikTok. Maybe it's true. Sooner or later, what's happened on Facebook or whatever. No, but at the end of the game for the customers of next generation, my opinion is if you look at the customer without thinking about the age, what you have to imagine that.

you will have an omni channel experience. So, the customer will decide which is the channel that [00:43:00] is the right for him. Because, for example, he's an old guy, he prefer online and maybe go in the shop. Maybe he's a young guy, prefer TikTok. And the idea that he's look in the shop, he stay like in a, in a small show where he can interact, you know.

It's not important. What is important is that. You can provide a similar experience in terms of perception of the brand to any, you know, touch point online and offline. So I think the most difficult job for the marketing guy on the other side is to provide the same flavor in many different channels and any kind of different customer will take the part or will choose the channel in which is more interested.

And for sure, the social aspect of production of, you know, or how you manage, uh, you know, the environment around your production [00:44:00] goal is one of the main topic that, you know, is growing there. You know, in, in the, in the minds of many customers because. Everyone is really understand that, you know, we can push too much in an environment to take whatever we want.

We have to find a balance between our needs, our dream, and what we really can find in



our heart. Before we start, you know, exploring new planets, maybe at that moment, we can expand again our dreams without caring. Rob, when you reflect on this conversation and some of the shifts that you've just described, what's been your best personal customer experience of buying something online?

What, what like has resonated with you the most? Well, that's an interesting question to think about that one. So I suppose it's when you go into a brand and you buy something, very clear outline [00:45:00] of To find it easy with what you're looking for. So I bought a pair of headphones recently and I went to the supplier.

It was very easy to get the, the information. It was clear on the range. It was easy to find the model. Then when they showed it to me, there was lots of, like we've said, the 3d imaging, being able to rotate it, understand it, it's experienced clarity of information around the product, and then being able to go to a channel and being able to purchase it.

At the right price and get it delivered with efficiency. So I actually used a mix of a very large online retailer who may also be into cloud computing and the manufacturer's website and mix mode them to get my information, do my research and then move across. But it was so easy to find the answer to all the questions I had.

It was then a simple shift across to find the exact number and off you go and you buy it. And I think for me that was a great experience because sometimes when I try and buy things, so you're buying a new TV, there's so much clutter. In the website on the internet and the manufacturer's website is almost impenetrable at times.

It's like thousands of models [00:46:00] and things that you kind of go, Oh, I can't find the information I need. I just want to know this. Really help your buying decision. Yeah. So the clarity of what really matters to a human when they're buying a product, I think on the manufacturer's website, and then the ability to easily find it through the place I like to go order stuff from, because I know they're reliable and it's going to turn up in a particular time.

And blah, blah, blah, and all that stuff. That would be. probably a good experience I've had recently. Angelo, what about you? What, when you reflect on your personal experiences of, uh, V commerce and shopping online and things like that, what experience did you have that was unrelated to maybe what you and your company are doing that you thought, wow, that's, that's a game changer.

Yeah. Um, for example, last time, you know, two weeks ago, I bought some shoes online with a lovely configuration, you know, experience and what is nice that at the end On my customer journey when I bought your line, I received a call, you know authorizes in this case [00:47:00] that when a younger say, Hey, Angelo, I've, I've seen that you have by this, you know, there is something else that you can do.

If you want a specific package, we can take care of you. So I, I liked that in that case, I have a very clear path online. Firstly, I can do everything, but they put like a chocolate on top to say, Hey, but we are human too. And we take care of you spending. five minutes to shake your hands, to make you a caress, to say, Oh, we'd love to have you as a customers.

And these things, uh, this kind of experience looks very good from my side. Cool. Mine generally is I buy far too much vinyl. And, uh, I just like the, Accessibility of stuff that would almost be impossible to find if I was doing it physically, you know, just the being able to get limited editions, being able to quickly being able to pre order.

So it's not specifically in my mind yet [00:48:00] that the in the moment experience with stuff, but I guess it is actually because it's the accessibility and then the speed of fulfillment



that's really, really satisfying. Yeah, sure. For one bottle. Yeah. For one bottle of maybe old stuff is something that. It's, it's really interesting that only e commerce can offer.

Yeah, I mean, I think it's the, uh, I couldn't find it, but now you can really easily type the internet revolution, isn't it? You can order something from the other side of the planet with relative ease. Yeah, sure. At the end of the game, it was the main need that Amazon has, you know, answered when they started, you know, you can find Whatever book you want in any place of the world, you know, then things are changing.

But the many, the many argument where they started was that one, you can find everything. And it's the genesis of their logo, which is why the arrow goes from A to Z. Which is why you the Z of anything, which is where it all started. [00:49:00] There you go. If you didn't know, that's why the arrow is under the A to the Z.

Very good. Look at that. What a, what a, what a fact. A factoid to end the show on. Pub talk that is. Yeah. Well, look, Angelo, thank you so much for spending some time with us today to explore the ever changing world of consumer experience online. It's been good talking to you. A pleasure for me. Thanks for inviting.

Now we end every episode of this podcast by asking our guests what they're excited about doing next. And that might be you're excited because you're off to go and make an incredibly cool purchase, or it might be something in your professional life that you're excited about. So, Angelo, what are you excited about doing next?

Yeah, really, if I, when I tell you the truth, I will be very excited to ride my horse. In the evenings, closing the day after a lot of tech discussion in my life, feeling the wind on my face. That's what I love. That's as good a rant as it gets, I reckon. That whole, um, putting the tech down and [00:50:00] going out and experiencing the world around you.

Such an important life well look enjoy the ride and it's good talking to you man thanks a lot so a huge thank you to our guest this week Angelo thank you so much for being on the show. Thanks also to our sound and editing wizards Ben and Louie, unambiguous steadfast heroic and always in control producer Marcel and of course to all our listeners. We're on LinkedIn and X, Dave Chapman and Rob Kernahan.

Feel free to follow or connect with us and please get in touch if you have any comments or ideas for the show. And of course, if you haven't already done that, rate and subscribe to our podcast.

See you in another reality next [00:51:00] week.

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