



# Transforming Retail – Launch a ‘Wow’ Factor to Differentiate Your Brand

A radical transformation to inspire the in-store customer experience: European kitchen manufacturer Nobia stimulates customers to design and step into their dream kitchens with Capgemini’s 3D Modeler

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

## Overview

**Customer:** Nobia

**Industry:** Retail

**Location:** Europe

**Client Challenges / Business Need:**

- Differentiate through an innovative in-store customer experience
- Improve integration of retailer’s in-store and online relationships

**Results:**

- Interactive, inspiring and highly differentiated customer experience
- Customers can design and then step into their brand-new kitchen using virtual reality goggles
- Quicker customer decisions, leading to an accelerated sales process





Improving the customer experience is not about tackling any specific channel, but more about connecting with the customer and providing value through an omnichannel journey. With this goal in mind, one of Europe's largest kitchen manufacturers, Nobia, has launched an initiative to improve the integration of the retailer's in-store and online relationships.

Martina Strand, business developer at Nobia, explains: "The behavior of the customer is changing, and providing good quality kitchens is no longer enough. Customers also expect a seamless and engaging brand experience. To help us achieve this vision, we are piloting the use of innovative digital technologies at two new Concept Stores - the Magnet showroom in Sutton, UK, and the HTH store in Copenhagen, Denmark."

Nobia's 3D visualization tool, based on the 3D Modeler from Capgemini, is central to a new buying experience. Customers can experiment with a full range of kitchen layouts in a hands-on, fun and intuitive way – whether they arrive in store with an idea in mind or are starting from scratch.

The 3D tool is used at both stores to stimulate customer ideas and "what ifs" early in the design process. It provides a quick way to help customers set their vision for their kitchens. Nobia then uses additional design tools to further refine and work out the details.

By giving customers the ability to visualize their dream kitchen, Nobia is hoping to inspire quicker decisions and accelerate the sales process.

## Visualizing reality

Using the Capgemini 3D Modeler, powered by Intel® Technology, customers can build and visualize their dream kitchens in the digital space. If they don't like what they see, they can easily alter the layout or try out different materials prior to making any purchase.

As part of the wider store experience created by Nobia and its partners, customers can choose the style and color of their units, worktops and backsplashes in a kitchen display area, where all the surfaces have been replaced with high-definition (HD) screens. On a tablet, they can experiment with different combinations and immediately see how making changes that suit their preferences will impact their kitchen in real life...

Next, customers can arrange a set of 3D-printed kitchen block units and appliances physically onto a back-lit table. Each of these components is "tagged" using proprietary Capgemini technology. When the printed models are placed

on the table, the 3D Modeler recognizes the tags and displays a 3D rendering of the design on screen.

At the next stage, customers can literally step into their design and take a 'walk' around their new kitchens while wearing an Oculus Rift virtual reality headset. If they want to make an adjustment, the integrated Intel® RealSense™ camera, which tracks the position and orientation of each physical model as it moves, allows them to move appliances and see the corresponding room changes around them in real time.

Sales associates are on hand throughout the journey to help customers refine their design, as well as provide advice on plumbing and electrical considerations, with the help of tablets connected to the 3D Modeler.

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

Traditionally, customers have been afforded little opportunity to participate or engage in the design of their new kitchens to any serious degree. Rather, they would view a range of pictures or "show" kitchens in-store and work with a sales associate who would mock up their designs for them.

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

"In just five to ten minutes, customers can go from having nothing to actually being able to step into their brand-new kitchen using virtual reality goggles," says Strand. "The 3D Modeler helps customers visualize their dream kitchen in a fun and intuitive way and gives them the confidence to make decisions much earlier in their journey. Our hope is that, by the time the customer engages with the sales associate, they have more ideas, are more enthusiastic and are much closer to making a purchase than they may have been previously."

Initial feedback from both customers and sales associates has been positive. "Early anecdotal evidence indicates that the 3D Modeler injects the "Wow" factor into the in-store experience and attracts customers to embark on their kitchen-buying journey with us," says Strand.



## The Smart Digital Store

The 3D Modeler is part of Capgemini's Smart Digital Store proposition, a set of ready-made solutions and reference architectures that brings together the customer, store employee, product and physical store itself. By following an integrated approach, rather than promoting discrete gadgets or one-off point solutions, the Smart Digital Store drives new and measurable business value and grows with the retailer's business.

The 3D Modeler was developed by Capgemini, in collaboration with Intel, at the Capgemini Global Retail Applied Innovation Exchange (AIE) in Lille, France. Although initially designed for the retail sector, the tool can be applied to designing any interior space.

## 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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