

# Virtual Showroom Solution

## Sales Process Transformation

Providing a brand-new purchasing experience with VR

Virtual Reality (VR) is a hot topic in new technology. VR gives you an immersive experience that feels like the real world. And as the cost of VR devices declines, opportunities to use VR technology are increasing. This is why ABeam Consulting developed the Virtual Showroom Solution, which provides customers with immersive shopping experiences. This solution provides new types of customer experience and marketing technique. It also leads to a reduction of inventory cost and an increase in sales.

### The Value of Virtual Reality

VR can fully immerse users within computer-simulated environments which are completely different from experiences mediated by smartphones or laptops. This is because VR involves wearing Head Mounted Display (HMD) that creates a 360-degree view. VR easily provides full-scale and simulated environments that are hard to create in real-world settings. For companies, this means an added benefit of process reduction.



<b>The value of experience</b> Realizing experiences that we cannot experience in real world (ex. Having an accident).	<b>The value of saving time</b> Giving a lot of information about products for customers and saving time to make decisions.
<b>The value to saving space</b> Reducing the amount of stocks and saving storage space.	<b>The value of reducing transportation</b> Reducing costs and time of transportation for experiences.

### Brand-new Customer Experience Through VR

The trend in consumer purchasing has changed from the “real” experience of face to face communication at brick-and-mortar stores to “digital” experience through E-Commerce websites or apps. The growth of VR provides a next-generation “virtual” experience in which customers can experience hands-on shopping any time, from anywhere.

This redefines the customer experience with new capabilities, like visiting virtual stores to check on the quality of products that aren’t stocked in physical stores, or seeing how a product will look in their own home.



(Real) Looking at products directly and shopping at stores.



(Digital) Browsing photos or movies of products and shopping through websites or apps.



(Virtual) Interacting with products and shopping from anywhere through VR.

### Advantages of Virtual Showrooms

#### For Retailers



- Increase sales and conversion rates through a brand-new customer experience.
- Reduce costs by decreasing quantities of products stocked at stores, and stock transfer between stores.

#### For Customers

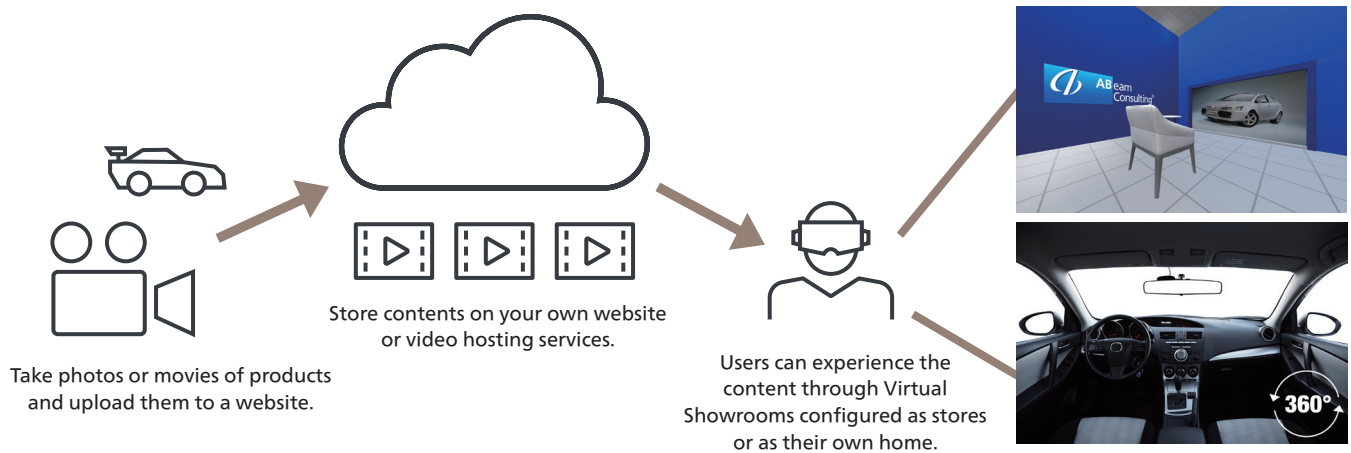


- Enhance shopping convenience by providing virtual experiences any time, from anywhere.
- Improve decision-making accuracy by providing hands-on experiences through simulations.

## ABeam Virtual Showroom

Customers can look at products in virtual stores simply by taking photos or video showing a 360-degree view, and uploading them to a website. Using VR technology from ABeam consulting, you can let customers see products in ways that reflect their actual attributes, such as color and even size.

You can also customize Virtual Showroom design according to your needs. Customers will enjoy shopping as if they were at a brick-and-mortar store.



## Steps to Virtual Showroom Deployment

ABeam Consulting can deliver the Virtual Showroom Solution to you instantly, using preexisting assets such as our platform, your own website, or any other video hosting service. We support you throughout the whole process of implementation, from business process definition to operations. ABeam Digital gives you access to our consulting capabilities in sales process reengineering, digital technology and data utilization.

