



The Revolution of Customer Experience

New Scenarios of the Automotive World

December 2020

by Simona Franci, Emanuela Dicarolo, Stefano Battaglia



Omnichannel

rethinking the customer journey



Virtual Reality

overcome limits and create wonderland



Phygital experience

implement successful communication

“Over the next five years, consumers will continue to spend offline but, as online spending will continue to grow, retailers will have to combine the digital and in-store experiences to generate the maximum profit. ” “Resellers with a solid digital offering will increase sales in the next five years.

Although the crisis has accelerated the adoption of the digital and online sales are growing, we predict that in 2024 most of the purchases will still be made offline (78% compared to 22% of online purchases) ”

The Future of Retail by Pablo Perez, Georgie Altman / September 2020

Omnichannel:

Rethinking the customer journey

The pandemic acted as a compressor by limiting the physical unfolding of our lives and it has brought out, in all possible ways, the value of the online as means of escape and contact, but it is thanks to its end, that the expansion and relaunch of the desire for physical experience, socialization, of the re-appropriation of spaces and places, will rebirth.

However, the needs of consumers will no longer be the same as before, client will return to the store but this will be inevitably transformed and not just for a theme related to hygiene, which somehow has already been outdated, but because we will seek to be more involved and we will appreciate more those brands that will be able to give a new meaning to the customer journey.

In the automotive world, the customer journey that leads to the purchase, has always been carried out through specific modalities that differentiate it from the rest of the other product categories despite having some traits in common.

We have always worked alongside our customers, who are the main luxury automotive brands in the world, treating the cars as real jewels, absolute protagonists of the space, and we do it through the research that leads to the design of a identity, of a uniqueness that take place in an experience immersive and integrated.

The spaces we create are designed to make the Customer feel part of the brand's family and protagonist itself.

In this way the brand becomes in our eyes desirable, interesting and innovative, and hence yes generates loyalty and return to purchase over time.

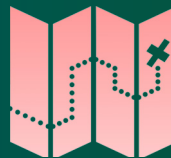


Looking at the luxury brands, the sales strategy will have to change and architecture will be one of the tools necessary to give life to new places where you will not seek more identification with brand values through luxurious and exclusive spaces and materials, but through solutions capable of reaching the heart of the customer, with transparency and authenticity, that are able to transmit values of sustainability, sensitivity and commitment to the planet and to others, values that are true and simple.

Showrooms are no longer just places to show off products, but they become real containers of experiences, spaces of continuous discovery (of products, activities, services) where to foster relationships and feel more and more part of a community.



Omnichannel therefore means elevating the customer experience, in the showroom, by enhancing the architectural image, at the service of the new business model of the brand, responding to new needs, to one greater awareness and specificity of consumers, through:



An immersive customer journey,
multisensory and innovative

Thinking about the showrooms as a
meeting place
and participatory experimentation



Versatile, multifunctional, hybrid
spaces and engaging by adding areas
exclusives in which to become part of
a club

Virtual Reality:

overcome limits and create wonderland

The power of the “online”

6 starting points for a correct analysis of the Virtual Reality

- 1 The Virtual Experience is an irreversible process for i Brands, evolution of current online shopping in the **3d e-commerce Experience** as a tool to support the business.
- 2 It is still a young field whose first applications are being seen in the fashion world through **Virtual Boutiques** and **Digital Shows**, just as Virtual Tours were born for Art, expanding into the sale sector of the works as well as a response to cultural visits.
- 3 It requires specific competence in the logic related to the world of Retail and the design of the Brand Image, and must be correctly conceived, developed and linked to the business logic and values of each individual Brand.
- 4 The **Virtual Experience is the Stage** where the brand talks about itself, creates a bond with its community and experiments. From a business point of view, it is the extension of the real boutique, with a sale that must be integrated and fluid between online and offline, capable of generating a considerable increase in sales and an increase in the perceived value of the brand.
- 5 It is transversal and not just the exclusive prerogative of luxury brands, it can prove to be able to conquer slices of the market and new targets.
- 6 It allows an immediate update of all range products and a direct configuration, with a reduction in time and costs compared to brick and mortar



“Retailers will need to pay less attention to where the transaction takes place and focus on integrating online and offline experiences. Retailers need to meet growing consumer expectations and deliver seamless experiences. This means that there is no turning back from investing in digital transformation. ”

The Future of Retail by Pablo Pérez, Georgie Altman / September 2020

Advantages

Virtual Reality, when applied correctly generates at least 14 benefits for brands:

- 1 It is a marketing tool, It favors the growth of the business to support the commercial development of the brand, without any limit of space and time
- 2 Determines an acceleration of the customer contact process
- 3 Allows the display of all the models of the collection, also configurable directly by the customer
- 4 Enhance the storytelling of the Brand by sharing immersive video content, images and play ground
- 5 It has an immediacy in contact and involvement, in fact it is an online platform accessible to anyone on the web: easy, fast and updatable
- 6 It facilitates the implementation of Lead Generation with the possibility for the brand to create a link with the CRM
- 7 It is the evolution of online shopping, involving the customer in an active and immersive experience in the brandd
- 8 Generate an innovative, engaging and personal customer journey. The brand can use it both as a tool through which personal assistants can interact with customers remotely at any time and make them live a guided shopping experience.
- 9 It makes every collection or capsule collection immediately upgradeable and can be used both during the launch of fashion shows with unpublished content, and as a sales showroom
- 10 Allows users to access and download all audio, video, graphic content and to share them in turn, thus generating a virtuous marketing chain and a sense of belonging to the brand
- 11 Generate a significant increase in traffic on the virtual boutique has been demonstrated compared to the number of people visiting the physical store
- 12 As a Presentation tool for the evolution of showrooms, it enriches the engagement of Dealers and therefore favors the implementation of the new image throughout the world network. During the Construction Phase it can be the connecting link between the Dealer and its Customers and Prospects.
- 13 It can be used by the brand Store Planners during the project approval phases, but also in the Construction Phase as a "talking project" to follow all the details of the progress
- 14 It is also a useful tool for showroom maintenance purposes, with a database of all the materials present in the Boutique to allow them to be updated over time



Phygital experience

implementing successful communication

Perfect combo between offline and online

Communication, perfectly coordinated between online and offline, plays a fundamental role in uniting the real and virtual.

The world of the brand must be fluid, clear and interconnected, creating ways and places in which all the elements of interaction that the user has at his disposal merge to enter the world that the brand tells and proposes as virtual and physical digital experiences in shop.

Designing the architectural image, be it physical or virtual, requires a profound knowledge of the logic that guides the large international groups operating in the Retail sector and owning the main luxury brands. Now more than ever this sector needs skills capable of connecting all sectors of the brand in a single communication that must be clear, engaging, identified, through spaces that welcome and involve, creating **wow moments** that will make the bond with the brand.



"The retail AR and VR market will reach \$ 1.6 billion by 2025. Statistics show that two-thirds of internet users would be interested in virtual reality, and 63% said such technologies would change the way they shop. Virtual reality in the retail sector is still in its infancy, but the promise of something new and innovative is already tempting "

Goldman Sachs / 2020

Through our daily work with the major international brands we have identified **4 ACTION POINTS** which are the basis for a winning image, capable of involving and transmitting a brand and making it explode in all communication channels

1 **RETHINK** the experience starting from outside the store, from the welcome to the closing

REDESIGN the exhibition area in a more lively and flexible way, where people can be involved in an interactive experience with the different products and with the brand itself

2

3 **TRANSFORM** the store into a laboratory-like space where customers can experiment with different products and experience the history of the brand

EVOLVING the boutique shopping into a community area where people can meet their peers and share their passion for the brand, feeling like they are part of a club rather than a store .

4

Each of these points extends through a precise series of steps from which the correct solutions arise to generate **the new shopping experience, the most immersive, free and exciting that has ever been created!**



FORTEBIS

fortebis.com/research-insight



Simona Franci
s.franci@fortebis.com



Emanuela Dicarolo
e.dicarolo@fortebis.com



Stefano Battaglia
s.battaglia@fortebis.com