

Reducing the sales cycle through XR-based product visualization



Introduction

Customers can make more informed purchasing decisions thanks to product visualization. These interactions allow users to actively change their experience by interacting with products, learning about every detail, switching between color and material options on the fly, and discovering special features. Product visualization can instill a sense of ownership even before interacting with a physical product. This usually results in higher conversion rates. More than 60% of shoppers bought items they hadn't planned to purchase, because of Augmented Reality. AR offers marketers new ways to interact with customers by combining the physical and digital worlds and allowing users to actively shape their experiences. AR is regarded as a marketing tool that can engage customers at all stages of the marketing funnel, from awareness to purchase.

Augmented reality and 3D rendering are fundamental for driving and changing the shopping experience, resulting in an interactive approach in which the enterprise takes part in the "conversation" or activity.



Business needs

Our clients' products come in a variety of shapes and sizes, and customers are usually required to try them on before making a purchase decision. Customers must visit sales centers to test the equipment, which becomes a major marketing and sales barrier, due to multiple factors such as long distance travel to the store, time constraints, and other factors. This means, many potential customers are lost in the early sales cycle due to lack of knowledge about the product and its benefits.

The solution entails enabling end customers to visualize products in real-time AR before making a purchase. This could be accomplished through an app that allows users to browse products in real-time in an AR view and visualize them in real scale.





HCL's Solution

HCL's mobile app allows customers to place and visualize products in real-time augmented reality. Customers can, for example, visualize roof carriers, ski carriers, surfing carriers, bicycle carriers, and other products on their cars and change the color, size, and other specifications to finalize the product before making a purchase decision.



Figure 1: AR enabling customer to visualize product

HCL



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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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