

CALCULATING THE **ROI** OF A 3D PLANNING SOLUTION FOR HOME AND KITCHEN RETAILERS

By investing in the latest 3D planning technology, home and kitchen retailers can expect to add an estimated 5% growth to annualized revenue. How does your 3D planning solution measure up against these five key areas of contribution to the bottom line?



1 ACCELERATED SALES

Using a cloud-based solution, retailers can offer the same 3D planning capabilities both in stores and online, so that consumers can create their own design variations autonomously and benefit from shared access with in-store sales staff. This reduces the number of in-store visits required to complete a sale and provides a seamless omnichannel customer experience.

2 REDUCED COST OF SALES

Create qualified leads faster and slash overheads. With a 3D planning solution that customers can use autonomously, qualified leads are created faster. Staff resource can be better utilized as a result, with less involvement required early on in the journey. With an online catalog, retail outlets can be reimagined as concept stores that carry lower stock levels and occupy a smaller footprint, further reducing the cost of sales.

2



3 FEWER RETURNS

Reverse logistics is a significant component of operating costs. With the right 3D planning solution, users are not only more engaged with their designs which are lifelike in appearance, they can also be more confident in their purchase, having ensured an item fits in their room, that it matches the décor, and that they have viewed it from all angles in the context of their homes. They can even rectify errors with built-in design rules that will alert users to potential issues. As a result, customers are less likely to return products for replacements or refunds.

4 INCREASED CUSTOMER SATISFACTION

Companies investing in omnichannel strategies are reported to achieve 91%* more year-over-year customer retention rates compared to those that do not. With more control and autonomy over high-value decisions, customers are also shown to have more faith in the buying process and the brand, experiencing greater levels of satisfaction.

4



5 DEEPER CUSTOMER INSIGHT

With a cloud-based solution, retailers gain access to a rich mine of data that will help to understand customer demographics and monitor their behavior, preferences and more. This information can be used to personalize the customer experience with products and offers tailored to their needs at every stage of the design process, resulting in more sales from opportunities to cross-sell and upsell.

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