

See-commerce
Special report

Furniture selling, visually augmented



Why are 3D and augmented reality (AR) technologies prompting furniture sellers to rethink their customer experiences?

Find a tape. Measure the space. Trek from showroom to showroom. Spend hours debating the right model and color. Throw in a large amount of guesswork, only to end up bringing home a piece of furniture that doesn't quite fit the décor, gel with the mood or match the occasion. For the longest time, this is how the world has shopped for furniture. Brands and store owners, with limited ability to change this business model, were forced to continue along the same beaten track, resulting in the industry ending up as one of the slowest categories to capitalize on new retail trends and technologies.

Now, all this is changing with the help of 3D and augmented reality.


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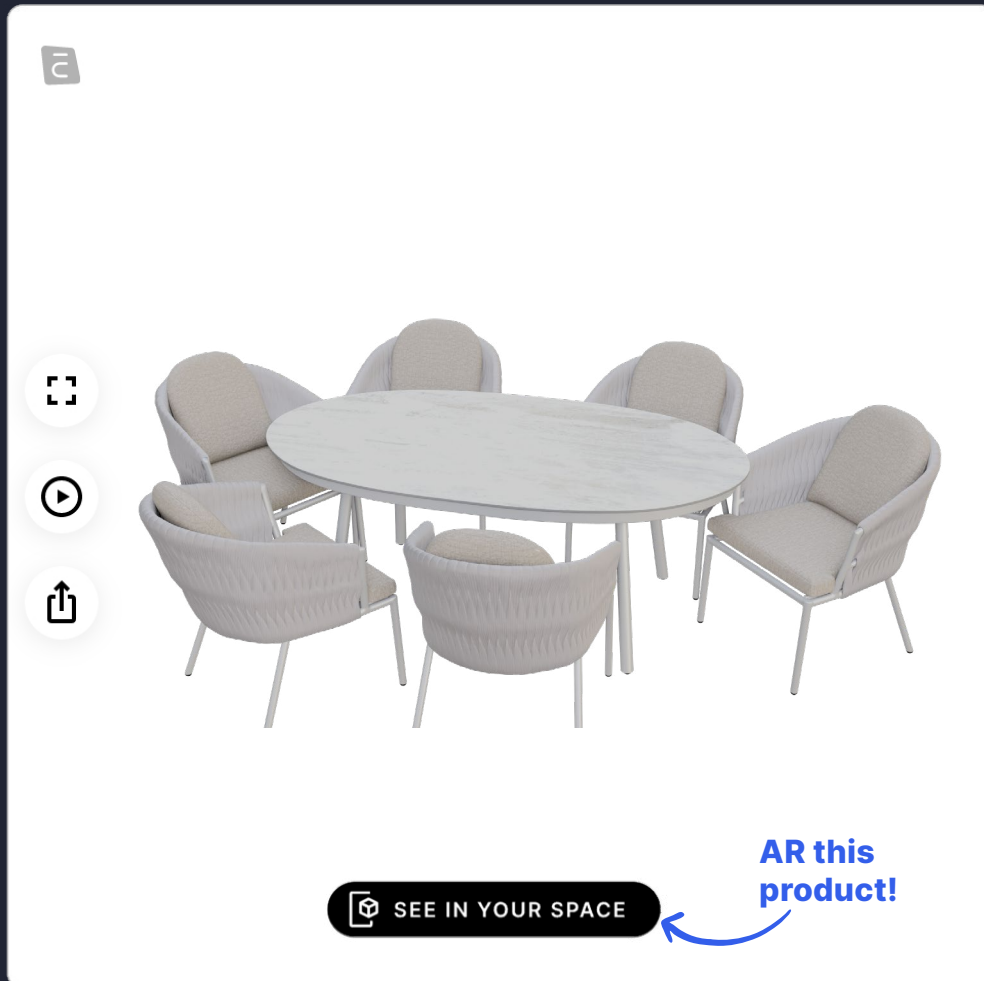
Activate AR experiences
from print catalogues
using QR codes



Click on 'See in your space' to see this product life-sized.

 SEE IN YOUR SPACE

AR this
product!



Click on 'See in your space' to see this product life-sized.

Winds of change



The furniture sector's cagey approach to digital technologies – and in particular to 3D and AR – can be attributed to several factors. These include the perceived implementational costs of hardware and software, low levels of tech literacy and training in the industry, and a lack of clarity on use cases and benefits. Research by Made Smarter highlights this: 8 out of 10 manufacturers acknowledge that skill and knowledge gaps are adversely impacting the speed and scope of their tech initiatives.

However, the impact of the likes of Amazon and Uber on consumer expectations and buying habits means business and revenue leaders have been forced to revise their playbooks. After all, no furniture company can ignore the fact that today, over 80% of the average customer's buying

process takes place at home on a smartphone, and more than 2.3 billion people will be making at least one purchase from an online retailer in 2022.

In a competitive market, leading brands seeking an advantage have begun to invest in technology. For those who have taken the plunge, the spoils have been rich.

Swedish furniture giant Ikea reported an increase of over 50% in engagement and conversion rates with their AR-powered Ikea Place app, while US furniture leader Home Depot noticed that customers using their AR tool converted at a rate up to three times higher than those who did not. Meanwhile, online retail behemoth Macy's has reduced returns to less than 2% for those customers who used its digital "try before you buy" service (a significant number given return rates in

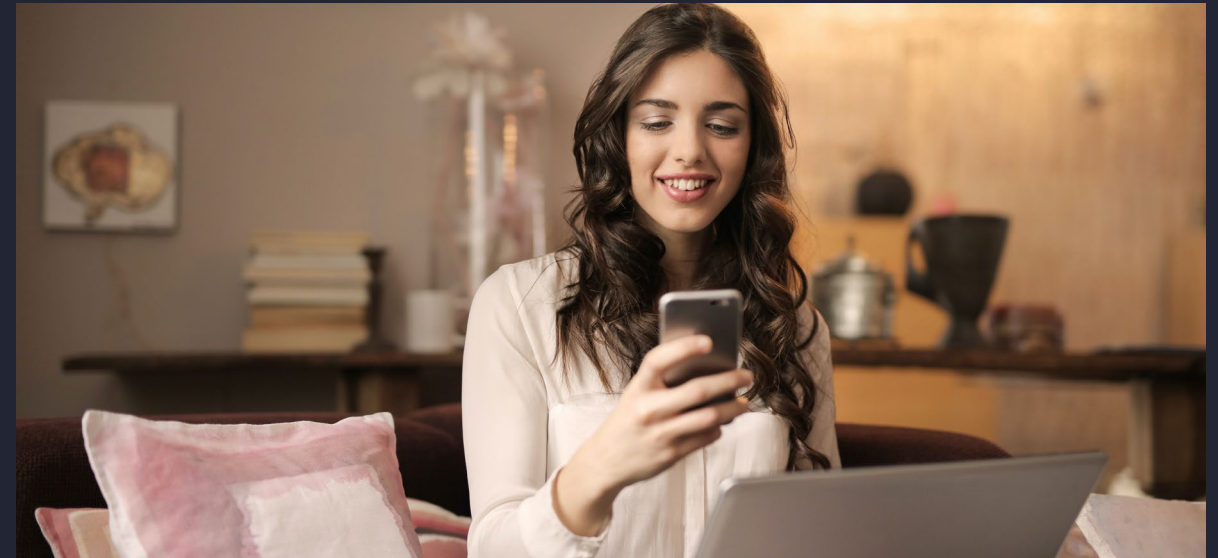
Today, over 80% of the average customer's buying process takes place at home on a smartphone

the furniture sector are typically between 5 and 10%), driving significant cost savings. Lastly, findings from Interactions Consumer Experience Marketing – which indicate that furniture is the most popular genre to shop for with AR (clocking in at 60%, followed by clothing at 55% and groceries at 39%) – should remove any uncertainty furniture manufacturers and marketers may have about which way their next go-to-market strategy should point.

Even better than the real thing

The unique advantage of 3D and AR technologies is that they retain a connection to the real world in a way that virtual reality can't. Instead, 3D and AR enhance the real world with digital visualizations and information, affording curious buyers the best of both worlds.

Furniture shopping has traditionally relied on tangibility. Manufacturers wondering if



the same experience can be replicated via a digital device have little to worry about. If anything, disruptive companies like Enhance have not only raised the bar of convention, but have also managed to better the traditional in-store shopping experience with innovative, user-friendly features. In a nutshell, they allow a new generation of buyers to...

Gain a new view

➤ The AR transformation arc in any sector – furniture, décor and interiors included – begins with creating 3D versions of the manufacturer's original blueprints and design assets. This establishes a spectacular new visual framework for a range of 3D and AR applications to utilize. One of them is the ability to reconfigure form, which lets viewers twirl, spin and rotate items to experience their favourite pieces of furniture from never-before seen angles and perspectives.





ENHANCE

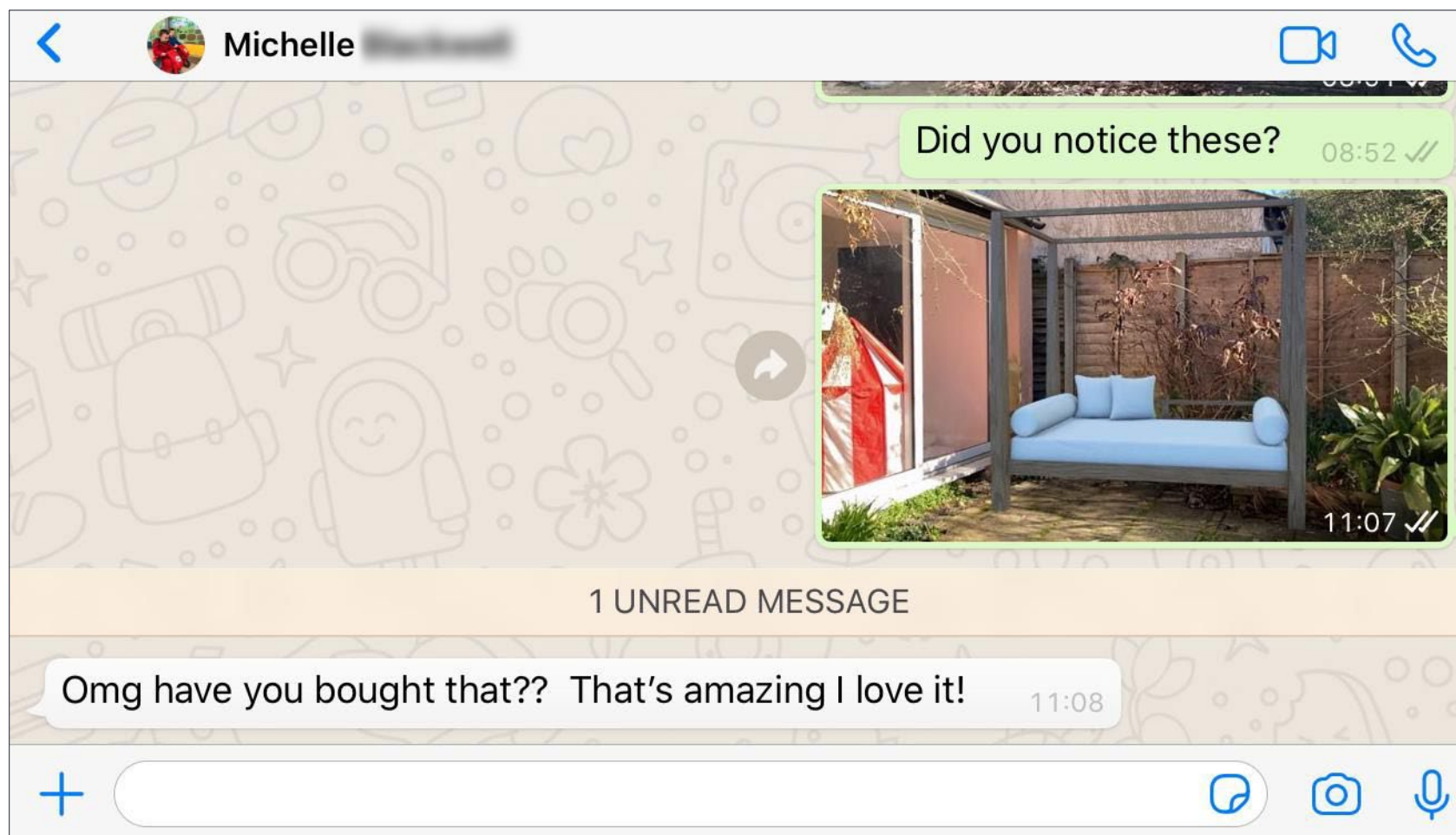


MODIFY AND PERSONALIZE

Inside the universe of AR, users can alter the color, style, fabric and several other specifications of their chosen furniture item – using the environment like an artist’s canvas to unleash their creativity, experiment with different combinations and build their dream look. This is the fun part of AR, and not surprisingly, a firm favorite with 77% of shoppers.

Click on ‘play’ to watch the video.

Try before they buy



Real Whatsapp capture from a user in the UK visualizing a Balinese Bed in augmented reality. Unfortunately for his wife, the product was not really in their garden...yet.

- The fear of ending up with a nasty surprise is a common psychological deterrent when it comes to online furniture buying. 3D and AR meet this challenge head on by using innovative technology to allow customers to make better-informed buying decisions with greater confidence. Using AR, potential buyers can place digital versions of furniture models within real environments and familiar settings, assessing fit and compatibility instantly with a high degree of accuracy. In many ways, it is the furniture sector's very own version of a test drive, and goes a long way towards addressing the pain and inconvenience of returns.

FURNITURE E-COMMERCE REVENUE IN THE UNITED STATES FROM 2017 TO 2025

Revenue in millions
U.S. dollars

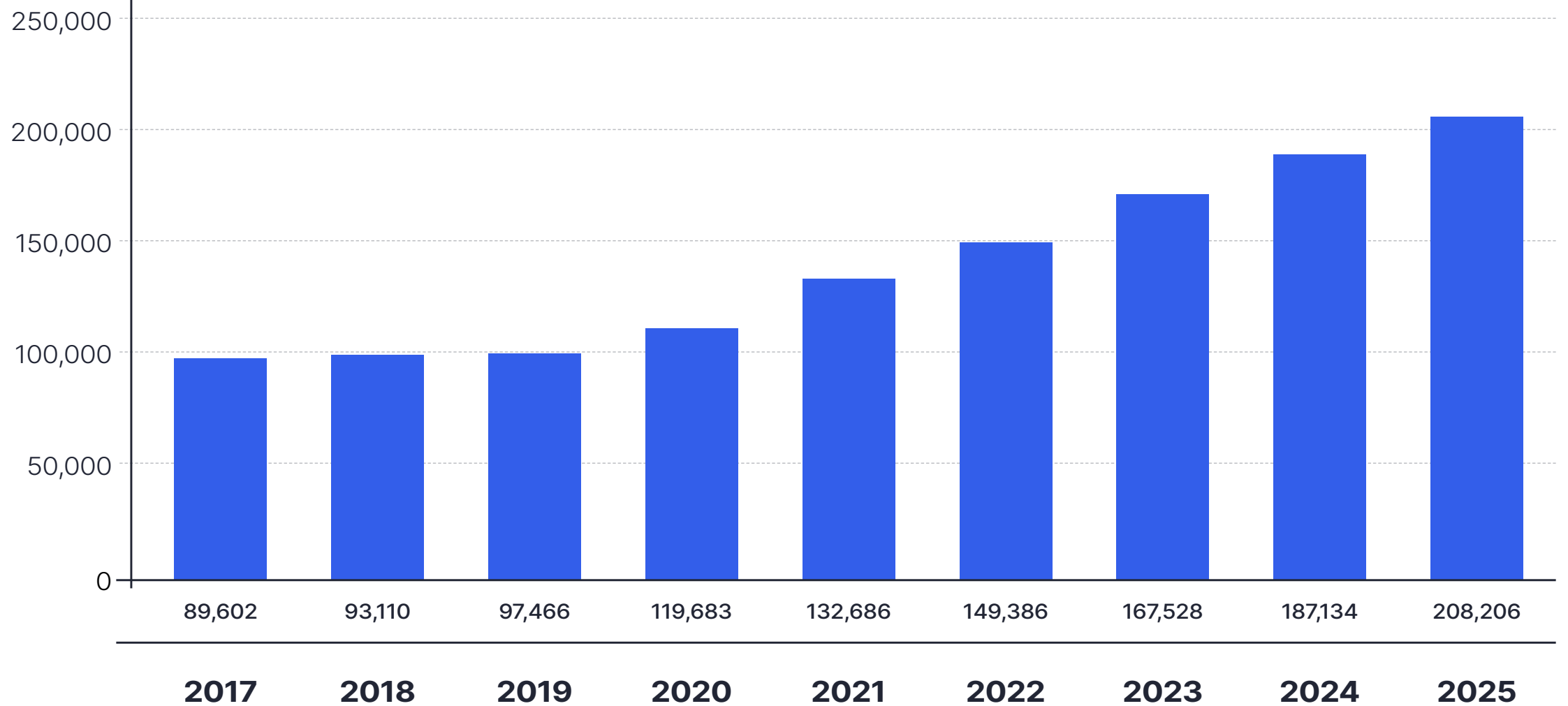




Image: Dall-E

Plenty for in-store sellers too

The latest breakthroughs in 3D and AR technology bring rich pickings for the seller and supplier side too – from creating memorable customer experiences, to gaining real-time consumer insights (which help with agile product refinement), to amping up profitability significantly.

The inexorable rise of social commerce – slated to grow from \$492 billion globally to \$1.2 trillion by 2025, according to Accenture – is squarely hinged around the twin concepts of ‘shoppability’ and visual commerce. Each is an outcome of multiple interconnected parameters such as ease of use, device compatibility and psycho-social metrics like shareability and bragworthiness. Combining an intuitive user interface with the ability to generate wow moments and smart social features, 3D and AR tick all the boxes.

For the furniture ecosystem encompassing retailers, manufacturers, marketers, architects, interior designers and more, ‘see commerce’ is no longer a concept taken from the pages of a sci-fi novel. Not anymore. In fact, when it comes to selling that avant-garde workstation, portable closet, or elegant coffee table, 3D and AR technologies are already giving businesses the ability to engage customers and drive sales.



SEE IN YOUR SPACE

AR this product!

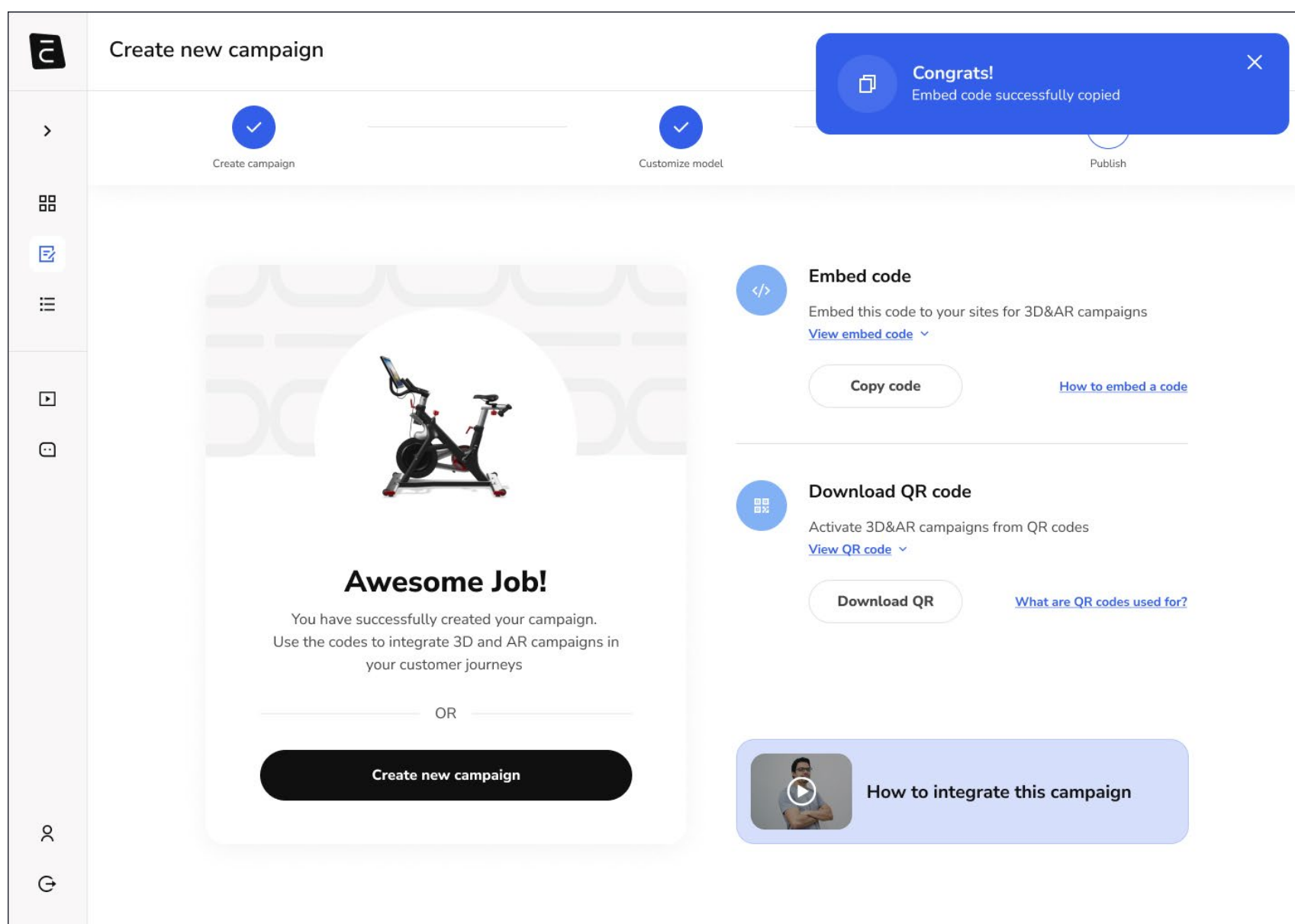


Click on 'See in your space' to see this product life-sized. *Product from Enea.*

“We knew that 3D and AR would deliver an innovative shopping experience...The results so far have been outstanding”

JAMES VERNON,
HEAD OF ONLINE, DFS

Easily integrate 3D and AR in your customer journeys



Enhance's proprietary, self-service software is known for its ease of use. It allows users to create and manage 3D and AR experiences from a single place.

01 - Create & edit campaigns

Easily create 3D/AR experiences and edit 3D product files in the platform.

02 - Content management system

Store and organise all 3D assets by SKU/Ref and manage all campaigns.

03 - Immersive data analytics

Gather data insights beyond traditional 2D environments.

04 - Integrate 3D/AR experiences

Embed iframes in your online property to display products in 3D/AR viewers. Activate offline assets through QR codes.

Get started with 3D and AR today!

REQUEST A FREE DEMO

Key takeaways

1

Furniture makers around the world are now compelled to relook at their go-to-market playbooks.

2

The numbers tell a fascinating story of change regarding customer behaviours when buying furniture.

3

3D and AR technology is disrupting furniture's buyer-seller ecosystem.

4

3D and AR takes the guesswork out of furniture buying, resulting in fewer product returns and increased customer satisfaction.

Starting your 3D and AR journey is easier than you think

3D and AR technologies have evolved from the pages of sci-fi to occupying a seat in boardrooms, classrooms and living rooms. It is impacting nearly every sector when it comes to rebooting efficiencies, gaining data insight and catalysing growth.

Connect with our See-commerce specialists today!

REQUEST A FREE DEMO

More about Enhance

Our mission is to blend the physical and digital realms to generate richer customer experiences, greater efficiency, increased performance, and meaningful data insights for the benefit of all.

Leveraging the latest immersive technologies, we offer clients the opportunity to harness the power of extended reality to create visually stunning customer experiences that boost active engagement and enhance customer journeys.

At our core, we are an organisation that creates and distributes digital content at scale, reaching audiences worldwide. Starting with the e-commerce sector, we bring partners the latest 3D and Augmented Reality technologies so they can pioneer the future of online shopping experiences and benefit from data insights that originate beyond traditional 2D environments.

For this purpose, we have built a team of industry experts, developers, content creators and visionaries to offer stakeholders an extended reality where customers can bring brands into their homes on demand, visualise large products and big-ticket items in their environments and make ever more informed purchasing decisions.



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