



# Immersive Sales a new paradigm

Sales process profiting from VR/AR/XR technology by  
eliminating physical contact in the journey

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# Summary

- **All business processes have to be reviewed and upgraded** so they answer the new needs of employees, external partners and customers.
- Several workflows will be changed from purchasing to manufacturing from invoicing to marketing. But the most important one is **the sales process, since that is the one with immediate ROI.**
- Various technologies can be applied, but the most useful ones would be the those, which could **limit the customer's need to move out and make product visualisation, functional and design presentation as realistic as possible.**
  - **The answer is immersive technology.**  
**Virtual/Augmented and Mixed Reality (VR/AR/MR)** is made for this by default.

Let's see how an **immersive sales journey** could be built:  
ideally all steps are used, but introducing just one or two can make a big difference, too.



# The process

All 4 key steps in a regular purchase process (B2C or B2B) can be turned contactless with Immersive Technologies

**Mall/Expo  
in VR**

**Store/Booth  
in VR**

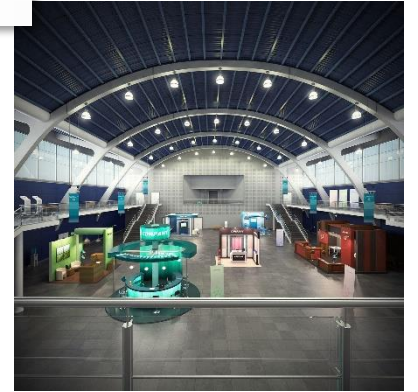
**Products  
in VR/AR**

**Purchase  
in AR/VR/Web**

**+1 Remote live sales assistant**



# Mall/Expo in VR



# Mall/Expo in VR

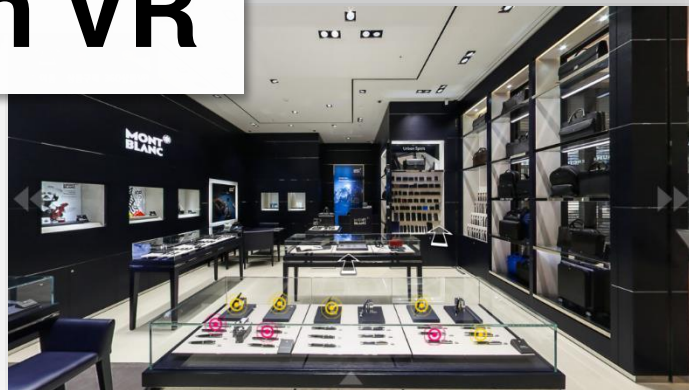
A shopping mall/exhibition built in 3D and visited in VR – besides functional shopping, soft layers of the experience can be reproduced, too

- Existing Malls or new ones can make 3D virtual malls
- Customers can visit the Malls in Virtual Reality with a VR device
- They can walk around freely – just like in the real one
- Enriched the shopping experience: decoration, performers
- Elements depends on profile – everybody has her own Mall
- Other AI generated or real visitors appear around
- Brands, retailers build their own VR store(s)
- These are connected through standardized interfaces
- Malls become a unique collection of VR stores
- Examples: [Luc Besson-Valerian](#), [VR-Job Fair](#),





# Store/booth in VR

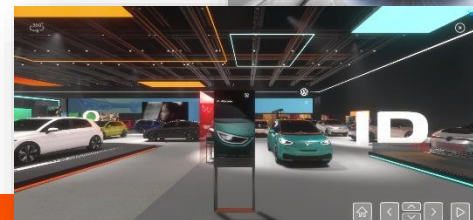




# Store/booth in VR

A 3D VR store/booth of the company where all products can be bought

- All the functions of a real store are available
- One flagship VR store – accessible from several malls
- Products presented in 3D – with all colors, sizes, variations
- Everything is on stock
- Stores compete with the selection of products presented
- Design of the store can be changed depending of the customer's profile
- Celebrity 3D twins presenting chosen products
- New product launch events – simultaneously all over the world
- Building credibility by taking a 360 tour in the factory
- Examples: [VW Showroom](#), [Beauty VR Store](#), [Asics VR Store](#)



## Visit our VR Mall

- We're open 0-24
- You can reach us in 5 sec from anywhere in the world
- Our theme for today:  
*Jungle Mall with live lions*
- John Lennon concert on the Main Stage



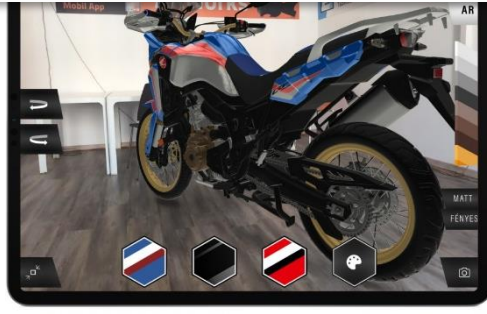
## Visit our VR Store

- All of our products are here
- Sport hemed store for men – Flower themed store for women
- Launching our latest sneaker – visit the launch event at 15:00 from home
- Ronaldo explaining our new shoe in detail





# Products in AR/VR



# Products in AR/VR

Once a product is selected but before the actual purchase, it can appear in its future surrounding – home, in the garden, street

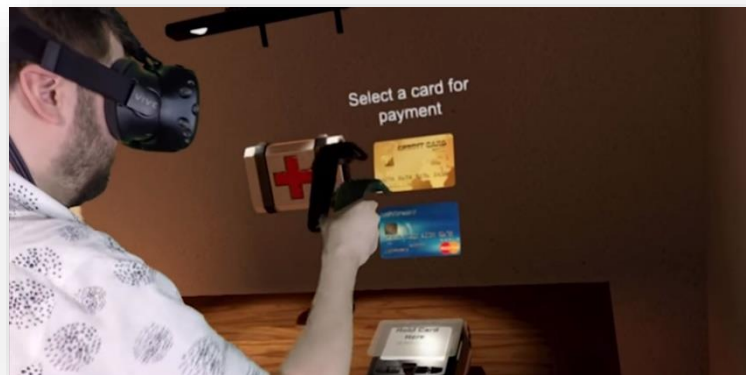
- Products appear on the phone's live camera view – in AR
- Looks like a real one – real sized, can be walked around
- Color variations can be easily added
- Buttons can be pushed, products can be opened, closed
- Drills are drilling, bike's wheels are rotating, ovens cooking, etc
- Interior of the products can be explored
- [Ikea](#), [Jewellery](#),



The actual transaction is the easiest part  
– customers are used to handling these  
steps digitally

Cart/Check out and payment gateways are  
used in the regular way

Existing solutions can be integrated



# An example Immersive Journey

John is visiting the Mall of Dubai in VR – from home

The Mall has an Ice Palace theme for Christmas

Justin Bieber sings on the main stage of the Mall

John is entering a watch showroom in VR

He is checking a new Rolex on his own hand in AR



# +1 Remote sales assistant - AR

Customers can visit an actual store and have their own sales assistant – with the use of an AR glass.

- Customers are sitting in front of their PC/web browser at home
- A salesman helps her from an actual store,
- He wears a camera equipped head mounted device
- She instructs him to walk to any spot in the store,
- She asks him to grab, explore and try the product
- At the end the selected products are in the cart
- The customer pays on the web site
- The product is dispatched from the store



- All solutions need a device to run the content
- Smartphones (for AR) and lap tops (for Web 3D) are already available for the customers
- Customer's VR headset
  - More and more households already own a VR headset
- Pop-up VR Stores
  - Pop up stores with VR headsets can be set up anywhere
- Sending a VR headset
  - VR Headsets can be sent to potential customers for a few days
  - Running a physical store with its costs (rent, staff, etc) are comparable with the purchasing of 1000s of VR headsets
  - If the amount of one purchase (or regular purchases) are high enough clearly worth the investment





## **CONTACT US, IF YOU'VE GOT INTERESTED**

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