Mixed Reality & AI : new opportunities in your customer journey

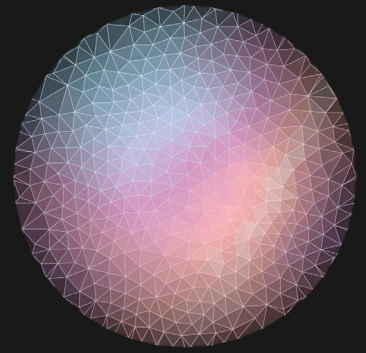
Othman CHIHEB

Mixed reality is a blending of the physical and digital worlds

Extended Reality (XR)

PHYSICAL WORLD

DIGITAL WORLD



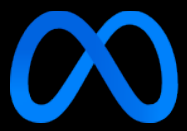
Augmented Reality (AR)

Virtual Reality (VR)

Mixed Reality (MR)

Why Mixed Reality is relevant today ?

Hardware maturity



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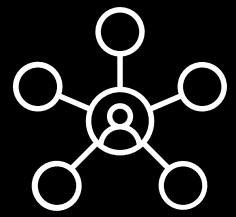


Consumer maturity

Let’s focus on

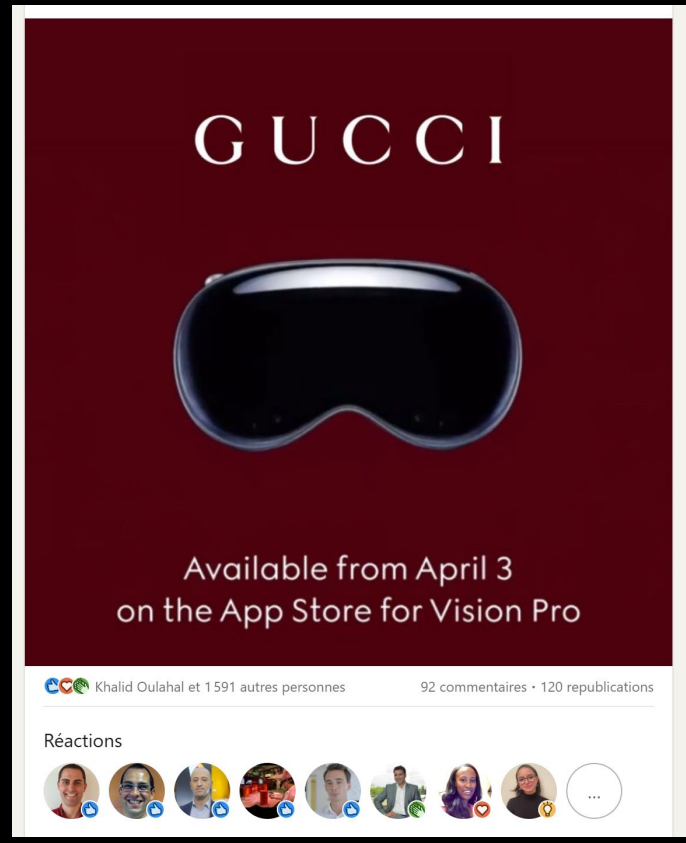
Client

Entreprise

Retail

Client

Visualization at home



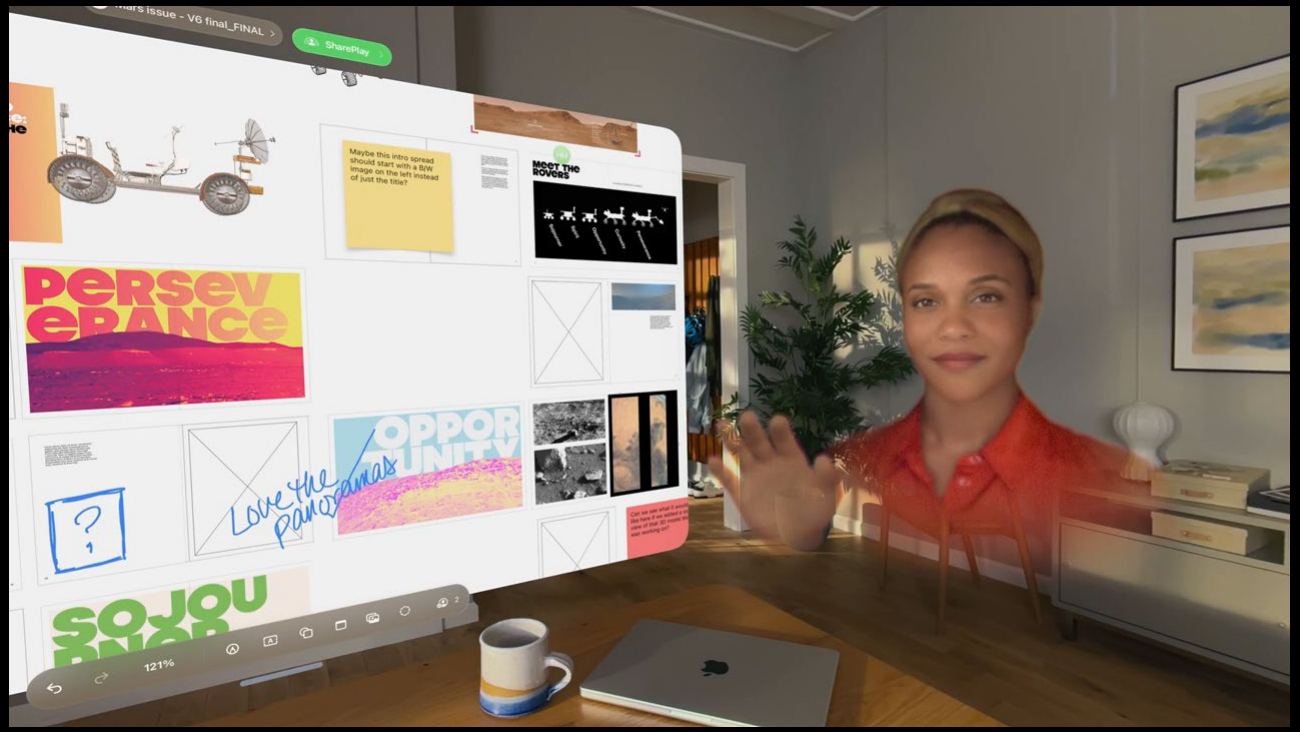
Audience :

- Client
- Designer

Impact :

- Enhance client experience
- Increase client satisfaction
- Increase data collection

Clienteling at home



Audience :

- Client
- Designer

Impact :

- Customized selling experience
- Reduce the dropout rate
- Infuse an emotional experience

Immersive Remote Selling

Audience :

- Client / Stylist
- Design review

Impact :

- Enhance client experience
- Show product customization before production
- Minimize travel

Entreprise

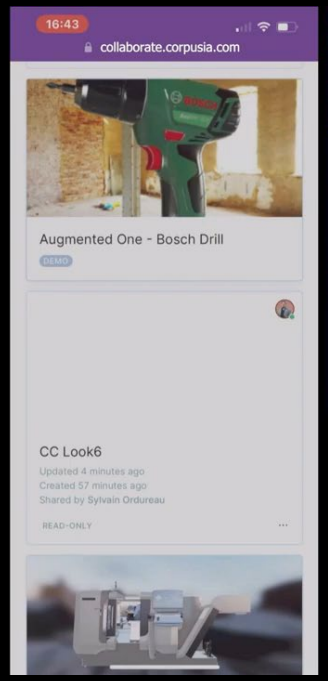
Remote training and counterfeit training

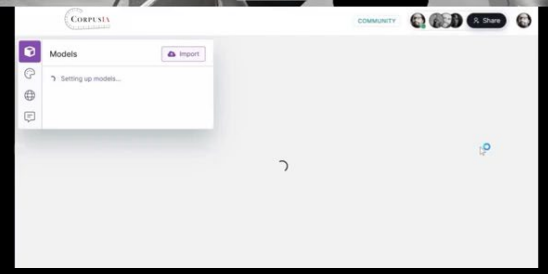
Audience :
-Salesperson
-Designer

Impact :
- Better understanding of a product
- Make visible the invisible
- Carbon impact reduction

Craftmanship and creative collaboration

By insight.fr





By 3dverse.com

Audience :

- Crafters designer

Impact :

- Training time saved by 35%
- Learning by doing
- Design process optimization

Architecture and visual merchandising

By Immersion.fr

By synergiz.com

Audience :

- Architect / Store designer
- Shop manager

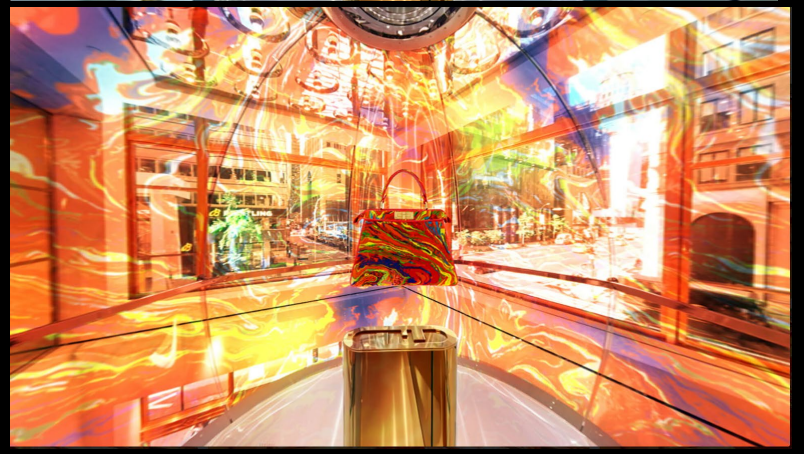
Impact :

- Remote collaboration with feeling of presence
- Better quality control on site before production
- More engaging collaboration

Retail

AR for retail - Drive to store

The Fendi x Meta experience invites people to search for the Faster sneakers as if they were hidden treasure. Photo: Fendi



Audience :

- Client

Impact :

- Enhance client experience
- Gamification
- Brand engagement & Storytelling

Receiving and inventory counting

Audience :
- Warehouse employees

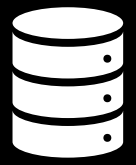
Impact :
- Inventory time optimisation
- Attract employees
- Reduce work difficulties

Demo time !

5 key takeaways

XR & IA brings value to client and employees.

New way to collect data.



Market Expectations.

3D Content & digital craftmanship is unlock.

Limitless possibilities with Gen AI.

3 immediate next steps for you

Test
Test
Test

Find an owner of an ideation session.

Size a business opportunity and design a POC.

Thank you !

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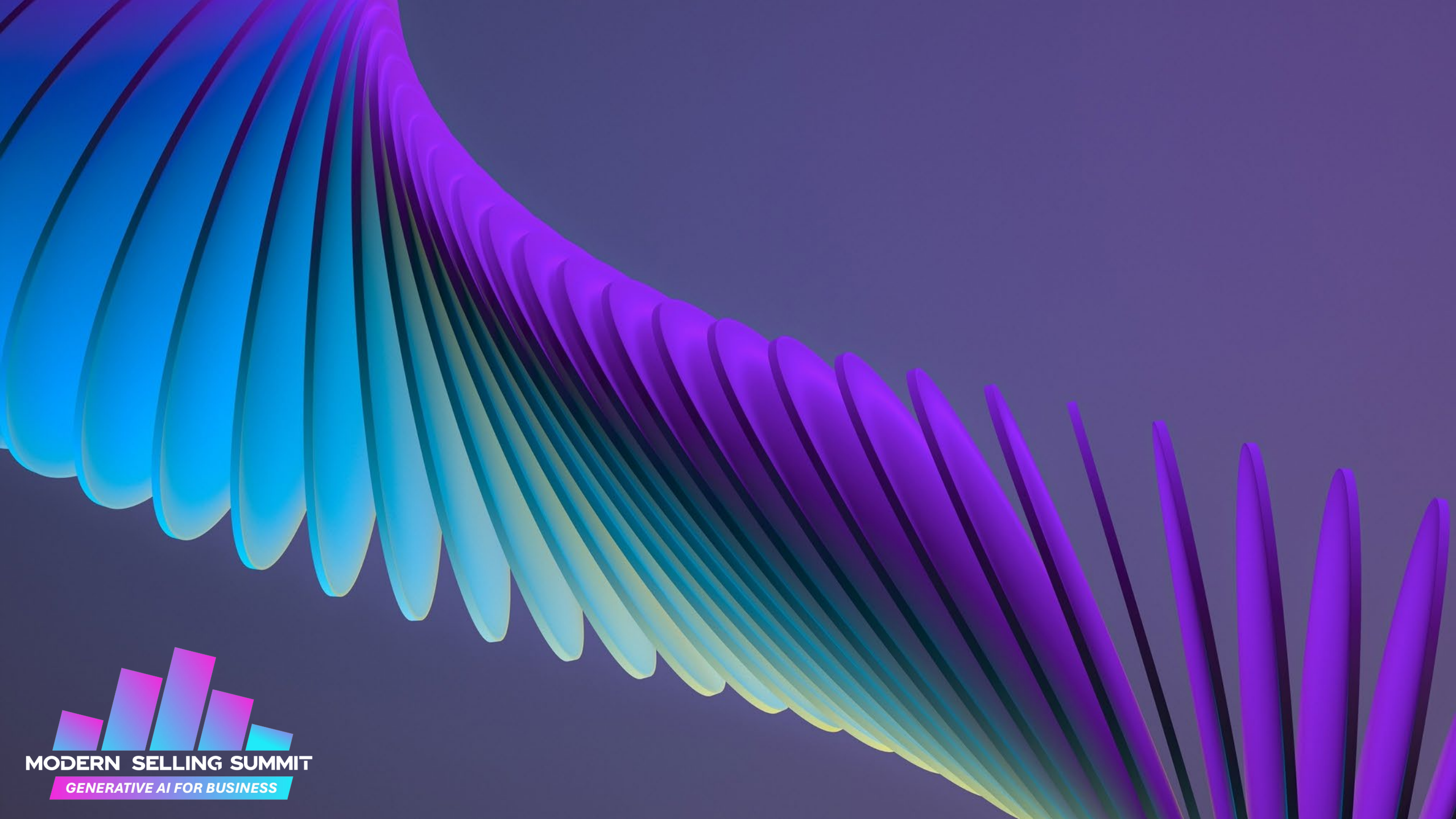
MODERN SELLING SUMMIT
GENERATIVE AI FOR BUSINESS