Cisco Interior Inspirer:
Enabling Shoppers to Visualize Room Designs and Furnishings that Match Their Style and Budget

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Customer Centricity Calls for an Omnichannel Shopping Experience

Many shoppers are now connected online throughout the day, heavily impacting the role of physical retailers. While consumers used to seek inspiration and advice through sales staff, more and more shoppers are now expressing a need to be self-supporting. Rather than focusing on competition between the digital and physical channels, retailers need to build strategies that encompass both channels.

Delivering High-Impact In-Store Experiences

- **Taking advantage of the web in-store:** Stores offer shoppers the ability to touch, feel, and try home products. Retailers need to complement this offering with online solutions that allow shoppers to experience the full breadth of available product configurations. By combining the best of the store with the best of online, retailers can "catch and keep" today's digital shopper.

- **Consumer confidence:** As shoppers demand and get more options to buy personalized goods, it becomes more complex for them to make the right choices. By offering digital experiences that help these shoppers imagine how furnishings will look in their homes, retailers can boost consumers' confidence about making purchases.

- **Self-service experiences:** Recent research from the Cisco Internet Business Solutions Group (IBSG) revealed that 85 percent of U.S. shoppers prefer

self-service experiences that allow them to get inspiration and advice tailored to their personal preferences in-store.

- **Online basket as a safety net:** A growing percentage of shoppers prefer to make choices in-store first, based on an optimal product experience, before subsequently buying the goods in the physical store or online. Retailers have the opportunity to delight consumers and drive greater revenue by offering these shoppers a way to save a list of products they find in-store for later purchase.

Cisco Interior Inspirer

Cisco Interior Inspirer is a proof-of-concept project created by Cisco IBSG and our partner INDG. Designed to help home retailers "catch and keep" digital shoppers, the Interior Inspirer enables shoppers to imagine their ideal room design and find furnishings that best fit their personal style and budget.

The Interior Inspirer features a large screen that is installed near the entrance of a retailer's home department. Shoppers personalize and design their ideal rooms with just a few clicks by using a tablet device connected to a rich and intuitive screen interface. Products of interest are stored on a personal list which can be printed or sent via email. Within the

email, shoppers can use a single click to add preferred products to their basket on the retailer's online store. When not in use, the screen displays a number of pre-styled rooms that offer shoppers inspiration on how the retailer's products can be combined to create a unique personal style.

Because the solution is cloud-based, retailers can centrally control the content that is displayed across stores. As an additional option, the Interior Inspirer application can be integrated as an online tool on the retailer's website.

By connecting the in-store collection of preferred products to the online basket, retailers can create an omnichannel shopping experience. This offers a consistent user experience that minimizes the risk that shoppers will be distracted by other retailers as they move between a retailer's physical and digital channels.

Cisco Interior Inspirer: Customer Benefits

- Gain inspiration through an instant, convincing experience that helps shoppers imagine how furniture will match their own interior design.

- Personalize and view a variety of product configurations within a completely styled room.

- See an overview of all products used in the room design, making the shopping experience highly convenient and efficient.

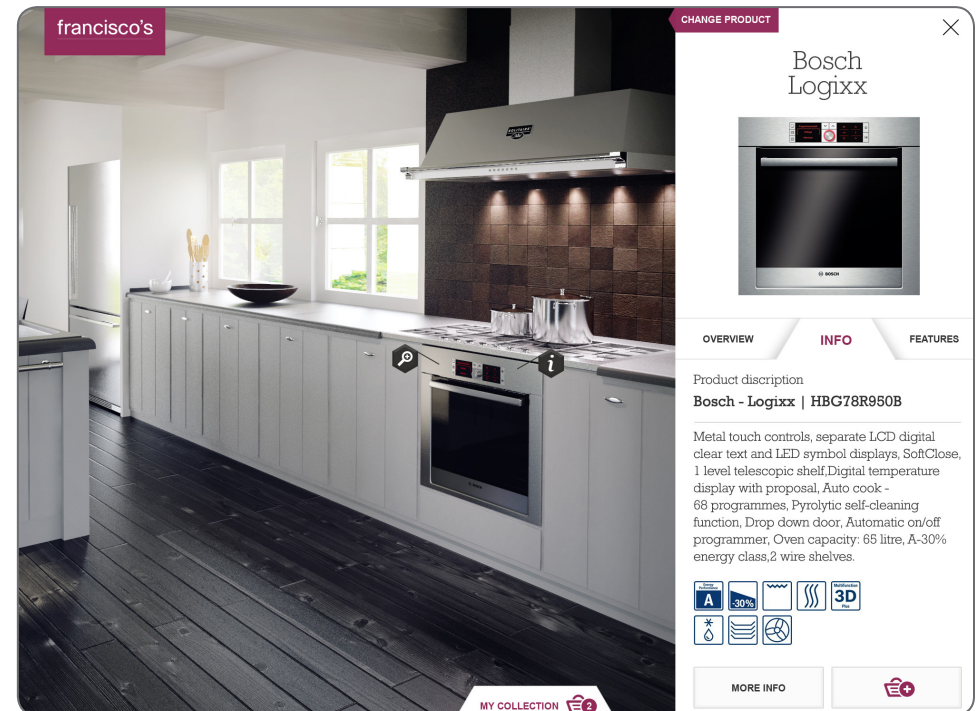### Cisco Interior Inspirer: Retailer Benefits

- Use a tablet device to personalize the style of featured rooms, providing sales staff with an ideal way to start a dialogue, while letting shoppers feel they are in control.

- Increase basket size by offering an extended range of products and personalization options in one place.

- Send a list of collected products should customers prefer to continue their shopping journey online. With a single click, shoppers can add all preferred products to their online basket at the retailer's online store.

- Gain insight into shoppers' choices, such as favorite product configurations and preferred combinations of furnishings.

- Obtain contact information from shoppers who use the tool in-store or online.

Partners

INDG, a provider of omnichannel product engagement solutions, helps leading consumer product brands maximize consumer-product engagement through high-impact product experiences for online, mobile, and in-store touchpoints. INDG's tailor-made solutions are based on the INDG Product Engagement Suite, a framework of presentation and user interaction services that accelerate delivery of digital product experiences. The solutions are typically implemented to translate initial consumer engagement on brand level into product preference, thereby increasing customer engagement and sales value.

Why Cisco?

Cisco is the trusted partner for retailers of all sizes worldwide. Cisco is a proven innovator and leader in converged data, voice, and video solutions. Cisco is committed to delivering the solutions that retailers need to accelerate business operations, reduce expenses, and increase business agility. With a Cisco Intelligent Network, retailers can deliver superior consumer experiences, optimize employee productively, enforce data and physical security, and maintain a cost-effective technology infrastructure.

For More Information

Please contact your Cisco account manager for more information about Cisco Interior Inspirer.

Read more about Cisco Retail solutions by visiting: www.cisco.com/go/retail.

Read more about Cisco IBSG by visiting: www.cisco.com/go/ibsg.

Read more about INDG by visiting: www.indg.com.