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**Virtual Design Pro**

**Leading the way in visualisation software**

**Innovation redefining retail**

We have a product that is rapidly being seen as the next market leader in interactive visualisation software. Virtual Design Pro has been developed as an all-inclusive, easy-to-use solution that has been specifically designed for retail businesses within the design, décor, flooring, furnishing, building / renovation and real estate industries.

Virtual Design Pro is an innovative and powerful web and/or app-based platform that delivers you the capability to positively transform the overall retail experience of your customers as well as your bottom-line as it helps your customers achieve results by being able to visualise and conceptualise in real time how wonderful their real rooms or new homes could look with your products.

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**The challenge for both customers and retailers**

Gone are the days when all you needed was a showroom, a product line, and a business card. Customers are better informed, more interactive, and more selective than ever before. With access to a range of new technologies and a wide variety of online resources, these connected consumers are increasingly demanding a dynamic, seamless, integrated, consistent, accessible and personalised experience with your brand across all online, bricks-and-mortar and mobile channels.

The customer must be empowered to interact across all touchpoints and channels; they want to browse and buy on their own schedules and retailers must offer equally accurate and immediate access to products and customer service. Consumers want to be inspired and be given the tools, advice and confidence to create unique, personal spaces - meaning companies need to feed this design dream and appealing to their vision is essential. The shopping experience should be built around the new reality that most consumers make their browsing and purchasing commitments online, often before they ever see the product in person.

Amid ongoing economic uncertainty, true omni-channel retailers need to continue to focus on understanding the customer psyche and leveraging innovation to drive loyalty and customer engagement and ultimately increase sales.

**The virtualised solution**

Having your own branded virtual design software embedded on your website or accessible via an Android and/or Apple app will help bridge the gap between your customers’ design dreams and your products. Our software helps solve one of the biggest problems many experience whilst redecorating or designing their home, which is despite looking at numerous samples, most cannot visualise or conceptualise what the finished look will be.

It doesn’t matter what business you’re in. Your customers will be able to visualise all possible product combinations for their new home – it just depends on your range. The software can easily handle ‘flat surface products’ including roofing, cladding, garage doors, windows and driveways/pathways to interior products such as carpet, tiles, timber and laminate flooring, doors, art works, bench tops and splashbacks.

Importantly, our technology can also handle any product in 3D - whether it be furniture, lighting, floor rugs, curtains / blinds, wardrobes, household items, kitchen cabinets and bathroom fixtures. A truly unique feature allows customers to simply delete the existing item from their photo and replace it with another product from your catalogue without removing any item physically.

Today’s consumer doesn’t just rely on technological gimmicks such as augmented reality or one in-store visit before making important investment decisions. With so much competition in the marketplace consumers are more driven than ever to shop around with the amount and quality of value-adding service the real deal breaker rather than price.

It has become more about initiating the education of your customer versus waiting for them to ask for assistance. Using our technology can increase sales conversion rates as once customers have identified what products they would like to purchase they come to you as educated buyers, already having experienced a fantastic customer interaction with your brand.

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**Retailer Benefits:**

* Be the market innovator and leader by combining technology and a dynamic, seamless, integrated and consistent level of customer service across all online, bricks-and-mortar and mobile channels that delivers the big wow factor
* Extend your reach - don’t limit your technology footprint by only using Apple apps - our solution leverages and optimises all mobile devices and desktops (IoS, Android, Web). This equates to a larger watershed of customers and more sales

## Increase brand engagement as our bespoke and scalable visualisation application will help customers build a relationship with your company, brand, and products and then share that experience within their social circles

* Understand buyer behaviour by receiving real usage statistics to obtain valuable insight about your customers and conduct trend analysis to determine how your future strategies can further enhance your bottom-line
* Increased sales to further grow your business
* Maximise the exposure of your productsby uploading your entire product catalogue into a visualisation software that makes them look real

**Consumer Benefits:**

* Reduce your customer’s purchase anxiety as they will have the knowledge that the products they are choosing from your range are the right choice
* Greater flexibility in the way they shop by being open 24/7 and being able to engage with your brand when they want and how they want. Happier customers and hence more sales.
* An easy-to-use interface along with guided help and tutorials for those less confident with technology
* Being able to make informed purchasing decisions as they can easily compare a large range of your products at the touch of a computer key
* Improved personalised buying experience by enabling customers to use photos of their own personal spaces and incorporate your products

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**Sales process - 6 steps to success**

1. Leverage the internet and the power of word-of-mouth
2. Increase interest / desire via the website by seeing how virtualised product placement works – so that’s how my house or room will look if I buy those products
3. Combine the virtual and real worlds during an in-store or onsite consultation – virtual walk through your products combined with physical samples
4. Sales consultants qualify customer requirements
5. Trial close by sales consultant – what is required for the customer to purchase
6. Full sales opportunity close and determine steps to purchase / register

*It all leads to the register*

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**Who can use Virtual Design Pro?**

* Consumers / general public
* In-store and mobile sales consultants
* Interior designers / decorators
* Professional trades

Virtual Design Pro supports the following retail processes:

**Customer DIY**

Preparation, planning and purchasing all completed by the consumer without assistance and all from the comfort of their own homes.

**Sale rep consultation / qualification**

Preparation and planning completed by the consumer with the assistance of a designer/sales person using the same online tool delivered via kiosks / tablets within your retail space as well as when salespeople visit customers’ homes.

**Get the expert help of Virtual Design Software Solutions**

Preparation and planning completed for the consumer by an expert designer/sales person using the same online tool. This professional masking or detailing service can be performed by your mobile salespeople, or by people located at the retail store or by our experts in real time or as a delayed service.

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**Advanced features for sales maximisation**

Virtual Design Pro is fully customisable. We give you every opportunity to let your company’s personality shine as you have complete control over the design, layout and colour schemes within the tool to match your company’s brand.

Additionally, we give you full flexibility to adapt the product catalogue to meet your needs. This choice extends from naming conventions, product descriptions, and product images to showcase your product line to its full potential.

We also offer a market leading feature that caters for your company’s unique situation – one product catalogue to be used across an entire store network (whether that be a sole trader or large company owned structure) or separate product catalogues for each retail store (for individually owned and operated stores as part of a franchise arrangement).

**Free, value-adding reports**

We provide an entire suite of management reports. This includes the collection and presentation of critical management information that will assist in sales and marketing decisions.

With a handy set of analytics, *Virtual Design Pro* can do so much for your business, such as measure trends and your consumer reach, capture lead data and discover your most popular product/s and their seasonal patterns. Also, you can find out the average customer session lengths, projects saved and number of Tweets, Facebook posts, Pinterest pins and email statistics. All this is readily available for you in monthly reports so you can ensure that you’re heading towards a very pretty sales picture too.

**Available to new and old technology**

Unlike other software, *Virtual Design Pro* is HTML5 compatible - which means our entire platform is compatible with 98% of all laptops/PC’s and tablets (or those operating systems purchased after 2005). Additionally, we have developed three versions of the tool to cover 100% of users as Virtual Design Pro can be 1) embedded on your website as an iframe or separate browser, 2) downloaded from the Apple App Store onto any iPhone or iPad and 3) downloaded from the Google Play Store for any Android enabled device.

**Customers are able to share with family and friends etc**

Social media is recognised as the largest growth area for online transactions and consumer purchase decisions followed by an increasing trend for internet shoppers to also have an in-store visit. The right technology will play a huge role in product awareness, branding, business development and lead gathering.

Having your virtual designer embedded on your website as well through Apple and Android Apps will allow your customers to contribute to your digital buzz by sharing their projects on Twitter, Facebook, and Pinterest etc. Your shoppers can also save, print, and/or email their designed scenes with your logo and company information included on all every one.

**Unique flexibility in bringing it all together**

After your customers upload their own photo, revolutionise your levels of customer service by offering them the flexibility of a real time or delayed professional masking / detailing service so all they need to do is start applying your company’s products to their image.

Have their room scene photos detailed by your staff in real time whilst you have a salesperson in front of your customer that can be done by the sales person or at another location or delay the service and email the customer a link. Alternatively, our experts can provide this service as well.

**Use customers own room scenes**

This is our most coveted service - your shoppers will have the ability to upload their own photo, outline the product areas, and start applying your products immediately using our highly sophisticated rendering tool that takes your products to the next level in visualisation

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**About Virtual Design Pro**

Formed in 2013 based on a growing need in the market for a fully functional tool

Many other products offer big promises but their short comings impede the success of the retailers. Our goal is to ensure a premium experience for customers and retailers.

We are very focused to be the obvious leader in this space.

This is based upon our 12 point methodology to maximise customer satisfaction to 95% percentile and beyond.