



# Phygital Remote Selling

Enhancing remote selling by creating stunning virtual scenarios to deliver a hybrid, engaging and interactive customer experience.

Hevolus Innovation redesigns remote selling processes with intelligent technologies that enable collaborative remote experiences and augmented and mixed reality content sharing with spatial context. This improves sales performance and increases the degree of customer satisfaction.

## What is Phygital Remote Selling?

It is an innovative multi-user and multi-platform solution that allows the sales assistant to virtually welcome the customer into the physical store, show the items on display, interact in real time with her/him on additional products through 3D digital twins and give information with multimedia content. It is compatible with all portable devices and with immersive or holographic Mixed Reality headsets.



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## Why do clients choose Phygital Remote Selling?

- Enables strong and empathic relationships with buyers to be established remotely
- 3D digital twins and virtual scenarios allow you to appreciate every detail of the product
- Delivers an innovative, engaging and collaborative remote selling experience from any device

### Hybrid Remote Selling with spatial context

- Ideal for omnichannel customer journeys, the solution enhances the pre-sales and up-selling phases with remote selling in augmented and mixed reality
- Allows remote live presentations tailored to the customer

**Client-centric approach**

### Engaging Phygital Customer Experience

- The customer can see augmented reality content
- Interaction with 3d digital twins and real-time customization possibilities
- Live sales assistant support

**Fast and easy User Experience**

### Innovative multi/industry platform

- Scalable and multi-industry
- Compatible with leading collaboration platforms
- Uploading an unlimited number of 3D products

**Strategic for any industry**

«Thanks to the collaboration with Microsoft and Hevolus, we will be able to assist our customers even more effectively, offering highly immersive and personalized experiences»

Micaela le Divelec Lemmi, CEO of Salvatore Ferragamo

# Based on Cloud Microsoft Azure Services, Phygital Remote Selling revolutionizes virtual selling with augmented reality



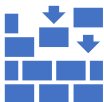
## Unlimited spatially contexted virtual scenarios

- Ideal for any industry (retail, luxury, automotive, manufacturing, education and culture, healthcare, tourism...)
- Cross-platform solution for creating augmented and mixed reality scenarios with spatial context
- Interaction and customization of digital twins



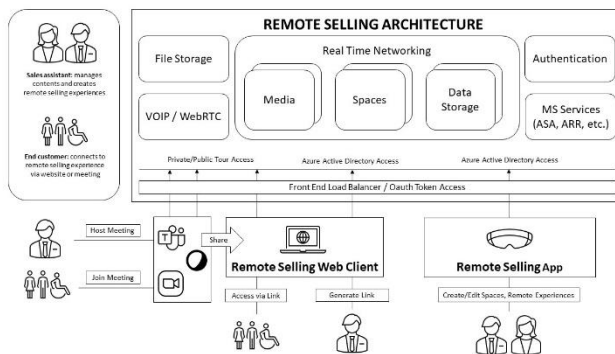
## Client-centric approach

- Access from any device through collaboration platforms
- Appointment scheduling and calendar integration
- See physically exposed products and additional models through 3d digital twins
- Detailed information with dynamic and multimedia content



## Increase of business profits

- Order conversion rate increases by 50%
- Sales lead time is reduced by 50%
- Optimization of physical set-up costs



## Immersive hybrid experiences that create value

**To be competitive, companies need to shift sales approaches to digital; they want to engage more prospects and customers, in less time, at a lower cost, while optimizing the sales cycle.**

Virtual meetings with WebRTC connection between sales assistant and customer, which are located in different physical locations, allow to build conversations with high emotional involvement.

Microsoft HoloLens2 Mixed Reality and Microsoft Azure AI services enrich the online customer experience with 3D holographic content. This creates value by combining the advantages of distance selling (time and cost savings, clarity, immediacy) with those of the face-to-face relationship (dedicated expert advice, customer-centric approach, involved conversations).

The platform is multi-device, interactive, scalable and usable on a global scale thanks to the Microsoft Azure ecosystem

- Phygital Remote Selling by Hevolus is a platform that integrates several Microsoft Azure smart cloud services including Azure Spatial Anchors and thanks to Mixed Reality technologies such as Spatial Understanding and Hologram Sharing, the solution is usable on a global scale, through fixed and mobile devices, iOS and Android, and is compatible with Microsoft HoloLens 2, immersive headsets and other wearables
- The features offered by the Azure ecosystem allow contextual interactions with holograms from a visual, linguistic and cognitive point of view and make the platform ready to be completely scalable and geolocated.

## Why Hevolus Innovation?

Hevolus Innovation is an innovative SME specialized in solutions, custom projects and services aimed at designing phygital customer journey for any industry. Microsoft international partner for Mixed Reality, winner of the Retail Week Awards 2020, winner of 2018 SMAU Innovation Award, winner of 2020 Digital360 Awards, Hevolus Innovation is a leader in the world of disruptive technologies (Mixed Reality, Web XR, Artificial Intelligence, Microsoft Dynamics, Cloud Computing, Cognitive Services).