

Phygital Remote Selling

 **Hevolus** | Innovation



Remote Selling phygital experiences enhance sales presentations and enable to build strong relationships with prospects and customers



Challenges

Become a top performing seller by leveraging virtual selling

Recent world events have led to major changes in sales processes and an unprecedented increase in levels of virtual interaction. As a result, business sales teams face more challenges than ever before, turning them into growth opportunities. Among these, integrate the remote (virtual) selling channel into sales strategies, as long as it allows you to establish solid and empathic relationships with buyers at a distance and at the same time enable a fast, transparent, interactive, high-performance remote sales process.



Ideal Solution

Deliver innovative solutions with built-in intelligence to hybridize remote selling

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 HoloLens 2 Mixed Reality and Microsoft Azure AI services enrich the online customer experience with 3D holographic contents. This creates value by combining the advantages of remote selling (time and cost savings, clarity, immediacy) with those of the face-to-face relationship (dedicated expert advice, customer-centric approach, conversations involved).



Desired Outcomes

- Increase the win rate
- Improve sales cycle performance
- Keep engagement and attention in remote selling presentations
- Share collaborative experiences on every device
- Share mixed reality contents to support upselling

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.



Phyigital Remote Selling by Hevolus



The most innovative hybrid Remote Selling solution, designed to create stunning virtual sales scenarios and engage customers in real time with augmented and mixed reality contents

Creation of virtual scenarios of sales

- Uploading of 3D models and media files from the CMS
- Creation of a customized in-store virtual scenario
- Accurate placement of digital anchors in the real environment
- Scenario permanent saving and multi-user sharing of holographic 3D content

Customer-centric Approach

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

Increase of business profits

- Order conversion rate increases by **50%**
- Sales lead time reduces by **50%**
- Optimization of costs for the periodic preparation of physical exhibitions

Multi-industry Scaling

The solution is scalable and flexible, ideal for any industry:

- ^ Retail
- ^ Luxury
- ^ Automotive
- ^ Manufacturing
- ^ Education and culture
- ^ Healthcare

Hevolus Phyigital Remote Selling makes hybrid the online customer experience. For connected, confident and happy customers.

Phygital Remote Selling by Hevolus



Integration with Microsoft Azure Services makes Phygital Remote Selling a highly interactive, engaging and productive solution, scalable as needed.

Solution Alignment

Hevolus + Microsoft Azure Spatial Anchors

Interactive environments and content in Mixed and Augmented Reality

Microsoft Azure Spatial Anchors allow to create cross-platform Mixed Reality applications with spatial context.



Hevolus + Microsoft Dynamics 365/Teams

Engaging virtual meetings

Integration with Microsoft Azure Services makes Phygital Remote Selling a highly interactive, engaging and productive solution, scalable as needed.



Hevolus + Microsoft Azure Cognitive Services

Data mining and analysis and knowledge

Microsoft PowerBI cognitive services integrated into Phygital Remote Selling allow to accurately collect, examine and categorize customer data and information.

