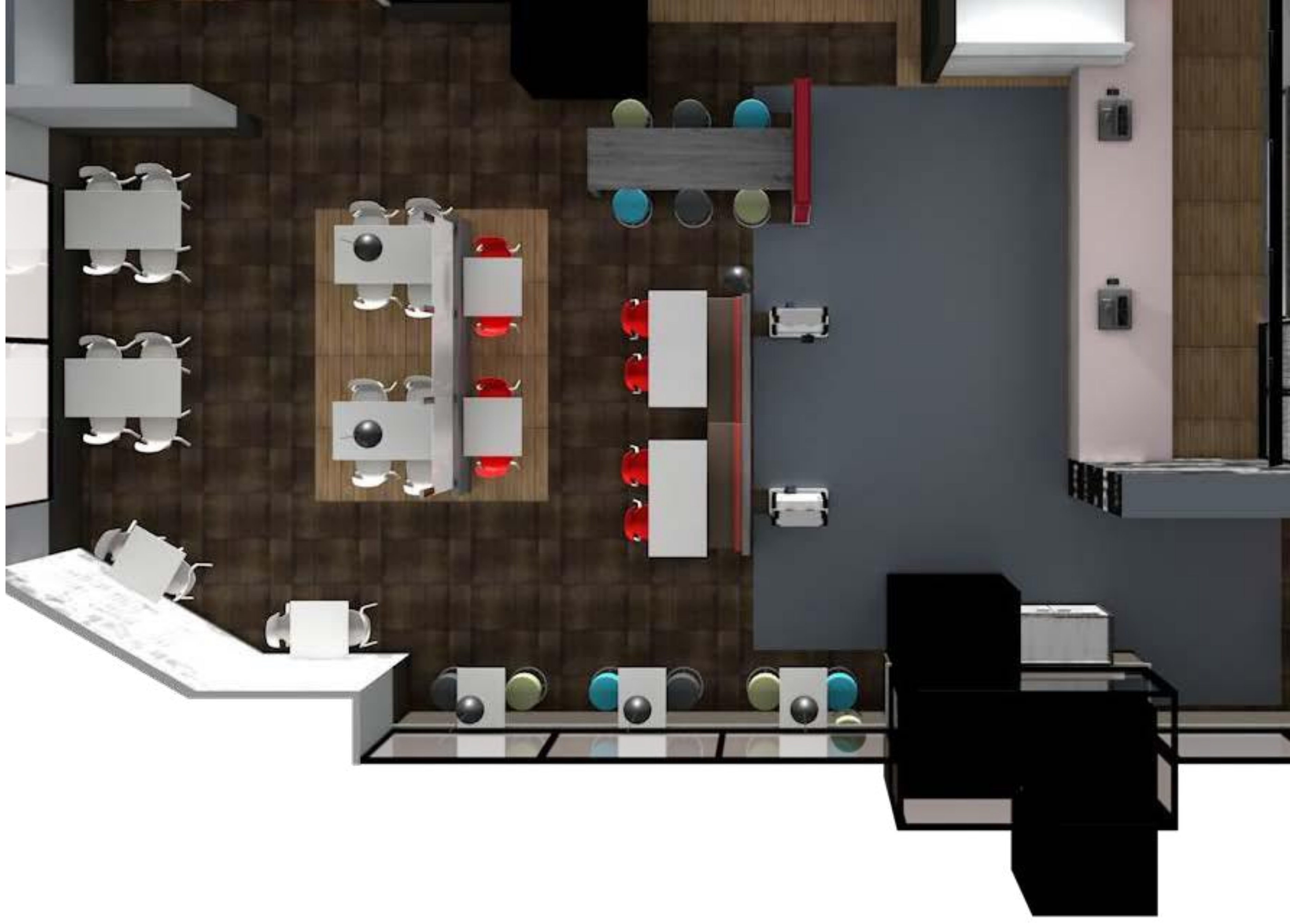
CUSTOMER SPOTLIGHT



Major Financial Services Provider Validates New Branch Concept with VR

THE CHALLENGES

- **Inability to assess a new branch design concept** to ensure improved layout effectiveness.
- **Necessary enhancements to the in-branch flow** for higher customer satisfaction.
- **No data-backed validation** to guide investment and ensure confidence before implementation.

THE SOLUTION

Studio: Design with Confidence in 3D, Validate Concepts using VR Research

Virtual Store Creation: Two immersive 3D retail environments were designed, so the financial services provider could visualize and compare the current store layout and its new store design concept.

Store Experience Research and Testing: The current store layout and new concept were tested in immersive VR, where participants navigated life-size virtual branches to assess flow, accessibility, staff productivity, and overall satisfaction for customers and employees.

Data Analysis & Visualization: Detailed virtual visualization was used to evaluate individual components and features, including customer flow paths, service time efficiency, staff visibility, and space utilization. The insights identified areas for optimization and design refinement.

VR Store Concept Test Cost Savings

By leveraging VR store concept visualization, the firm generated an **estimated $4.5 million in savings** through virtual testing that identified and eliminated costly, ineffective elements from the originally planned physical pilots.

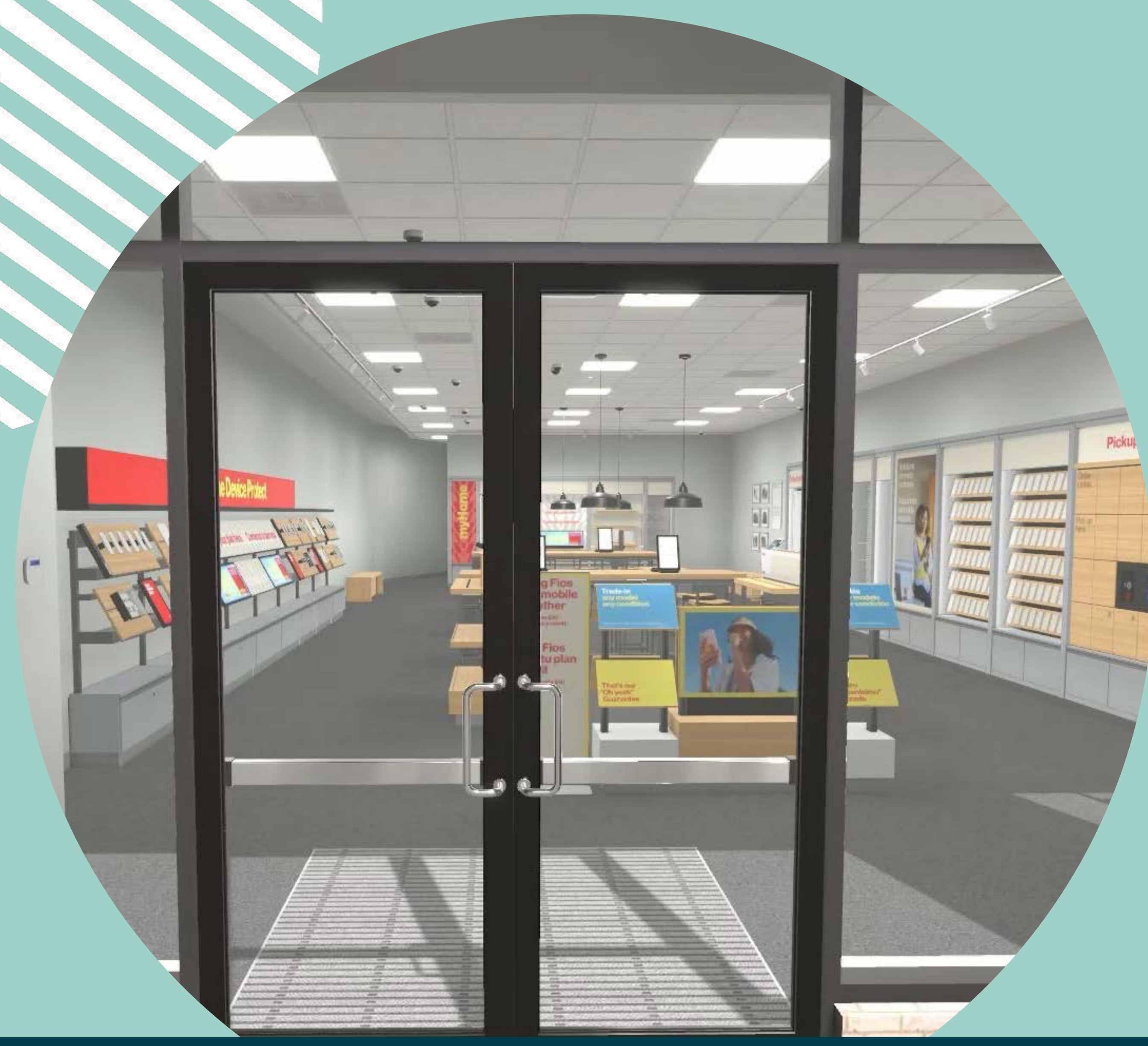
The result?

Pre-construction testing reduced financial risk and maximized return on investment, paving the way for a successful physical store implementation.

THE RESULTS

By utilizing Studio for 3D store visualization and new concept testing in VR, the provider:

- **Optimized a winning store design** using detailed virtualization and research that informed a more seamless in-branch experience.
- **Improved customer experience and satisfaction** through feedback from real-shopper simulations that guided meaningful design improvements.
- **Increased brand operational efficiency** by analyzing flow, accessibility, and staff productivity to remove bottlenecks and streamline operations.
- **Maximized ROI and decreased physical build costs** by identifying unnecessary feature spend and reducing investment risk, ensuring a more successful store launch.



LOOKING AHEAD

By leveraging **Studio,** the financial services provider can continue to use virtualization technologies to design and implement physical spaces that deliver successful outcomes for the business and its stakeholders.

LAUNCH YOUR NEXT CONCEPT WITH CONFIDENCE

Ready to design smarter and spend less? Book a demo to see how Studio uses VR visualization and research to test, refine, and optimize concepts to reduce risk and unlock ROI before launch.