

PRESS RELEASE

MONDO CAMERETTE HAS CHOSEN HEVOLUS INNOVATION'S OMNICHANNEL CUSTOMER JOURNEY TO REVOLUTIONISE CUSTOMER EXPERIENCE IN THEIR STORES

Omnichannel, virtual and augmented reality, immersive headsets and smartphones: Hevolus' new customer journey strategy that will bring innovative 4.0 customer experience to Mondo Camerette stores

20/12/2018 – Hevolus Innovation, a leading international company in the world of disruptive technologies and international partner of Microsoft for mixed reality, has announced that the Italian company **Mondo Camerette**, specialists in creating children's bedrooms, has launched an important digital transformation project based on Hevolus' new **omnichannel customer journey**. An innovative experience that aims to make its network of showrooms the perfect setting for parents and children to create their dreams.

The project is called **"Mondo Camerette in Mixed Reality"**. Mondo Camerette will take on the challenge of implementing innovative technologies and services that will give new added value to their network of retail outlets, which is currently a must for many large furniture manufacturers to become part of the Retail 4.0 industry. The aim of the project is to redefine their role as furniture manufacturers, able to intercept the needs and expectations of increasingly digital consumers, or rather "digital natives" that children today are becoming. **From a location dedicated to providing spectacular quality goods, Mondo Camerette's physical stores can now become a destination that offers a fluid and fulfilling experience to their customers. A destination where shopping is no longer a chore, but rather a place where customers love to go and enjoy being.**

Through conducting the analysis of consumer needs, critical points, strategies and opportunities related to the use of new devices in the purchasing process and studying the new social attitudes and technological habits of the consumer, Hevolus and Mondo Camerette have **reinvented the Customer Journey**. They have focused on implementing an omnichannel strategy, where every touchpoint can develop **a succession of wow moments** encased within the framework of a unifying, high added value and seamless experience, built around the customer.

This approach, which is made possible **by the integrated use of IoT technologies, Intelligent Cloud and Intelligent Edge** (immersive headsets, Microsoft HoloLens, smartphones, tablets), makes the in-store service extremely accessible. The consumer is fully involved at every stage of their journey within the showroom, right from the entrance of the store to the discovery of the immersive mixed reality collection, to the 3D furniture design solution visualised in either a virtual or mixed reality setting, right up to seeing how the products and design project would look in their own homes in VR 360 mode.

The new customer journey adopted by Mondo Camerette, who were recently awarded the **SMAU Innovation Prize 2018**, includes a range of IT and mobile APP platforms, all developed by Hevolus Innovation and their technological ecosystem, ensuring that it is operational and working well.

Amongst these IT and mobile APP platforms is the **Immersive Augmented Store**. The customer, however young or old they may be, wears a mixed reality headset and is immersed in the company's virtual store. The virtual store is an infinite "augmented" exhibition space, where the customer can see all the possible bedroom designs from the catalogue as if they were physically real and interact with them by changing colours and finishes.

But not only this. The Augmented Store allows the consumer to see their own custom project in Mixed or Virtual Reality true to size. In this way, they are able to assess the layout, colours, dimensions and overall size **as necessary or desired**.

"The customers need to live the exciting purchasing experience of our children's bedrooms," says Giuseppe Caruso, president of Mondo Camerette. "Thanks to the technologies designed and developed by Hevolus, the customer can enter into their virtual bedroom design, giving them a real-life perception of the space. In this way, decision times are reduced, and, in future, we will be able to reduce the size of the exhibition space, as customers can change their bedroom layouts and colours with mixed reality."

Antonella La Notte, CEO of Hevolus, concludes: *"For us it is an honour to contribute to the innovation of such important brands in the furniture sector such as Mondo Camerette. We have a shared vision of a Retail 4.0 that can win over people's hearts and minds by providing them with magical moments and unforgettable relationships!"*

Hevolus

Hevolus is an international B2B company, specialised in the research and development of innovative business models capable of transforming processes and its customers experiences. It addresses the retail sector of the furniture industry and of any company with an important B2B and B2C retail network. Hevolus deals with Corporate Open Innovation for the multinational company Würth, with successful projects aimed at several key sectors of the group, including carpentry, cruise ships and yacht building, the wood industry and the manufacturing industry. Using disruptive technologies to create an engaging and exciting customer experience, Hevolus' offer is ready to go and includes the study of the customer journey, the design of business models, the development of necessary software, as well as operational tests. With a female-led management, today Hevolus has an important technological ecosystem and collaborates with SER&Practices, a spin-off within the IT Department at the University of Bari – Aldo Moro and with SERLab, a research laboratory within the same IT Department. All solutions offered by Hevolus are characterised by technologically innovative content (Mixed Reality and Azure, Artificial Intelligence, Microsoft Dynamics and cognitive services). **Hevolus'** main references are: Würth Italia, Würth Group, Natuzzi, Veneta Cucine, Maronese ACF, and Gessi. For more information please visit: www.hevolus.it.

Mondo Camerette

After years of studying their competition as well as family needs, Mondo Camerette was founded in 2012 opening their first point of sale in Pozzuoli (Na), with only five employees. Today, the company has



Worldwide  Microsoft
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opened 21 points of sale throughout Italy and has 153 employees with an annual turnover of around €18 million euros. www.mondocamerette.it

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