

# LEROY MERLIN SALES TRAINING HACKATHON 2025 - RUBIKA



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Medegefinancierd door  
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France - Wallonie - Vlaanderen



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DAE  
STUDIOS

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UMONS  
Université de Mons

IMT Nord Europe  
École Mines-Télécom  
IMT-Université de Lille

w  
WILDE  
WESTEN

Rubika<sup>∞</sup>

JL  
technocité

LE  
GRAND  
MIX



# 01 → WHO ARE WE?

## Team presentation : who, which competences, why this project?

**ISD  
RUBIKA**

Maëlle D

**ISD  
RUBIKA**

Gauthier C

**howest  
hogeschool**

Sam S

**howest  
hogeschool**

Sky DV

**2nd year  
Product design****2nd year  
Digital Arts and Entertainment****Interreg**Cofinancé par  
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02 →  
**THE CHALLENGE WE  
ARE TACKLING**

## 2

## OUR PROBLEM



LEROY MERLIN

IMAGINE...



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## THE TRAINING EXPERIENCE OF TODAY'S SALESPERSON

**Louise**

27 yrs

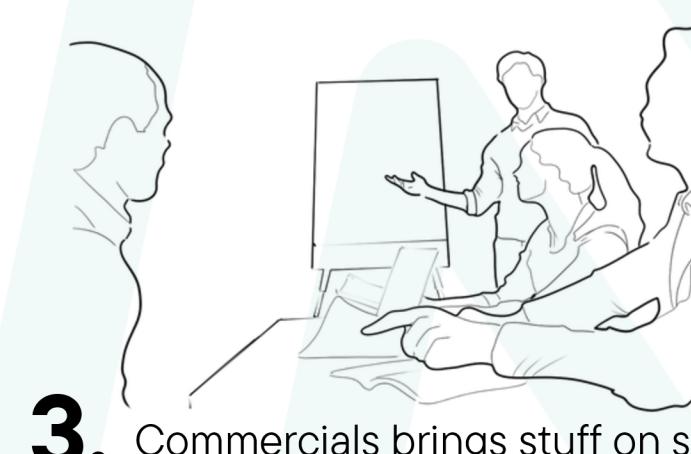
Leroy Merlin Louvroil (59600)



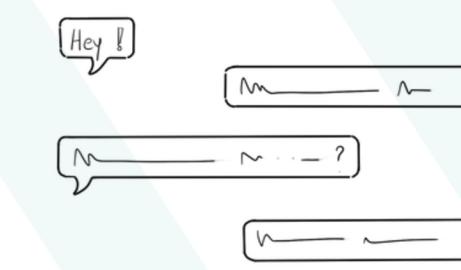
1. Observation training (2/3 weeks)



2. New product show (3/4 days with transport and hostel)



3. Commercials brings stuff on site



4. Texting Product manager



5. Receiving mail with new products

## What is the problematic tackled? Why is this challenge important?



Cost Time



Not a pleasant  
experience



Not effective



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2

**What is the problematic tackled? Why is this challenge important?**

**How can we enable Leroy Merlin employees to obtain more effective,  
enjoyable training at a lower cost to the company?**

TRAINING INNOVATIONS . EASY ACCESS TO KNOWLEDGE . NEW USER EXPERIENCE





# 03 ↗ OUR SOLUTION

3

## Our concept



### WHAT IS IT ?

- A virtual training center for Leroy Merlin sales staff.
- Using VR to list products by department & brand.
- 3D environments to helps sales staff immerse themselves.
- Product testing.
- Evaluation of knowledges.



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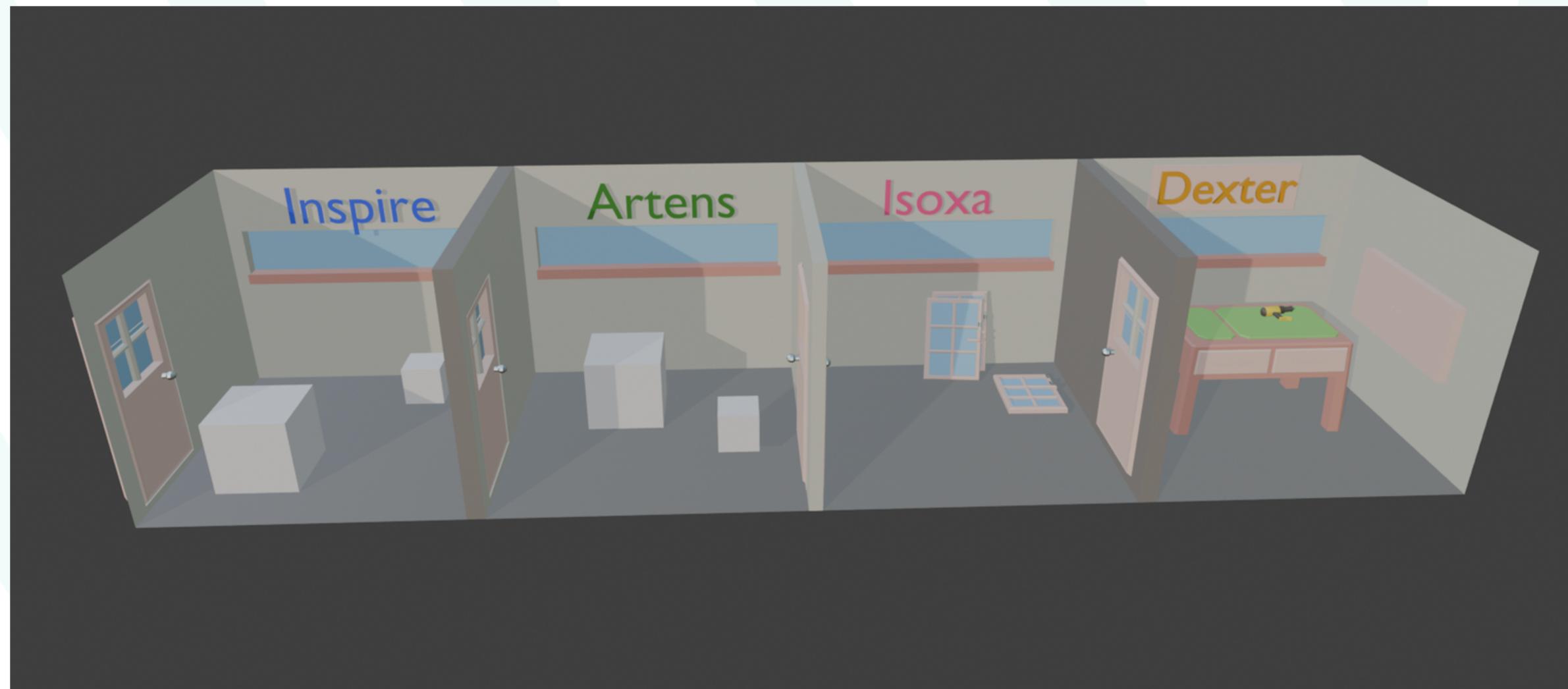
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04 ↗  
**HOW DOES IT WORK?**

4



The experience takes place in a 3D environment  
Every brand is represented



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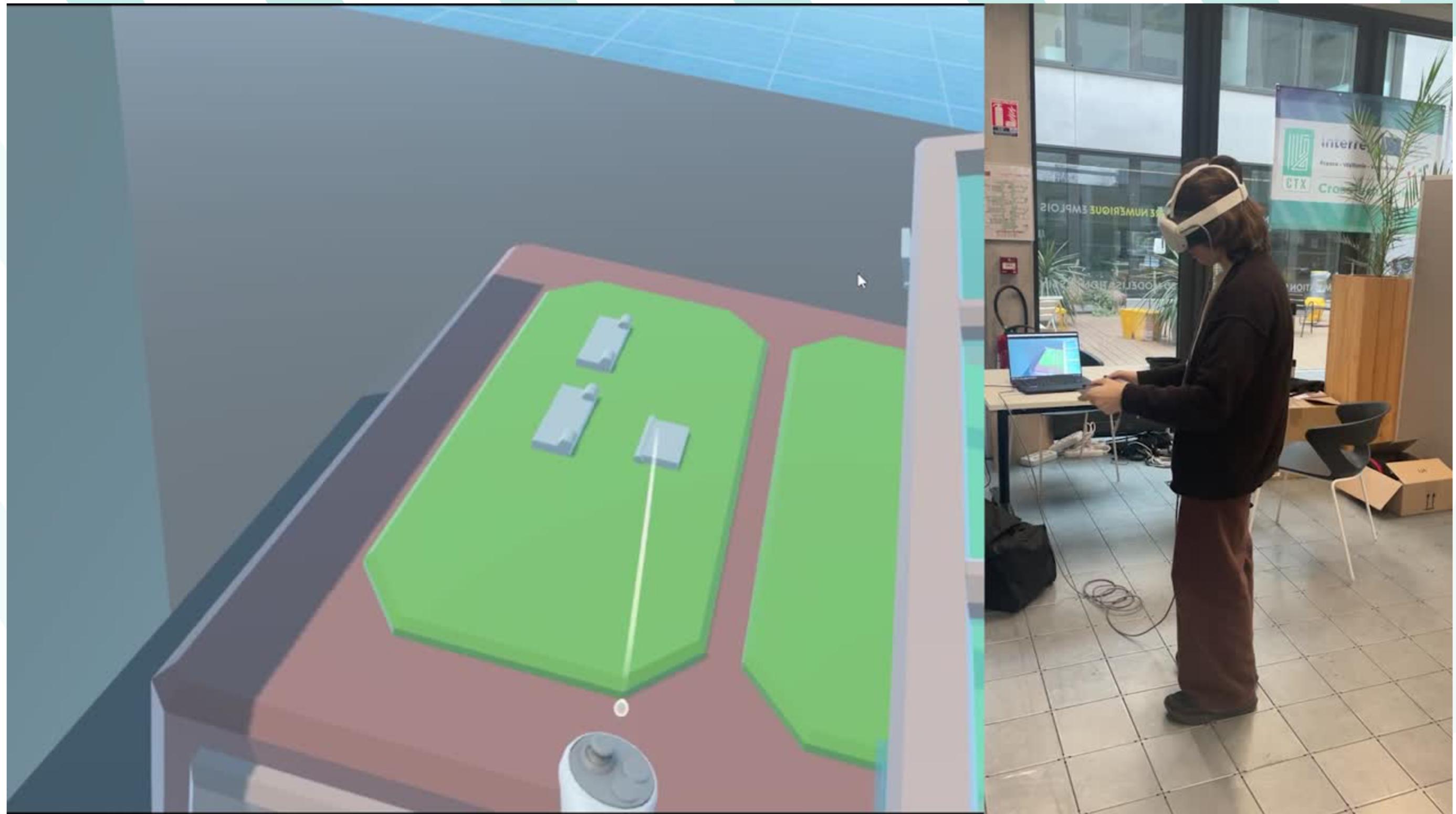
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05 ↑  
NEXT STEP?

## Project growth prospects, market potential, and requirements to move forward.

Open the knowledge base to Leroy Merlin's intangible properties, like values, ethics, and customer service, to help salespeople improve their pitch and customer experience.

implement AR with more discreet VR headsets, etc.

Reinforce the gamification of the service to create an experience even more focused on exchanges between colleagues, thus strengthening team spirit.

**thank you**

# WHERE TO SAVE YOUR CONTENTS

- GitHub (with the help of Raphaël and Adrien)
- ReadMe File
  - Project title
  - Pitch of the project (context, problematic, solution) - 200 words
  - Project name/logo/image
  - Name of the students + organization
  - Team picture
  - Canva slides (link)
  - Any other content/ressources used + references



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