

PUNCHLINE (300 characters)

Hit the sound running improves customer experience from the moment the visitor walks in, to the moment of closing a sale; from the showroom to the consulting areas. We create the most personalized comfortable environment, or what we like to call it: a “sound” experience.

DESCRIPTION (3000 characters)

Hit the sound running is a personalized experience that creates a customer profiles’ system based on customers’ features. Personal information (such as race or gender) are not stored, but only used to categorize visitors in an age-range (automatically guessed by our trained network), or according to the number of group numbers (whether customers visit the showroom alone, with another person, with family, and so on). In such a way we create an equal inclusion and avoid the record of biased information.

Our personalized service consists of data collection through experiments in various randomized Swiss showrooms, profiling for the creation of a personalized experience, and a customized “WOW” moment. The aim is to optimize the customer experience, and therefore increasing sales. The use of cameras already present in every Mercedes’ showroom makes our technology highly sustainable, saving costs and resources.

As a response to specific external stimuli, changes in customer behavior are recorded by your cameras. Data are recorded and profiled accordingly to the output responses (happiness/disappointment) to new stimuli (sound/music, lights). Finally, experimental venues outcomes are correlated to changes in car sale rates and compared to other controlled venues. A positive outcome is then further implemented in different locations, especially focusing on the private/sales area where the environment can be customized accordingly to improve the seller-buyer experience. Changes in sales are once again tracked and compared to previous obtained controlled data. An example of such experiments would be changing the background music for a targeted group (people in age 20-30) in an X location and if there will be a sales’ increase, it will be implemented in more locations. Another experiment would then be to test a different stimulus, such as lights, for a targeted group in a Y location. Outlier showrooms that don’t follow the experiment trend are corrected by restoring previous features until a better fit is found.

With the aim of offering a “WOW” moment, our technology goes one step further, becoming more interactive by increasing sensorial stimuli as the customer approaches the product. When the visitor walks towards the car, sounds/lights surrounding the vehicle change based on our profiled customer preferences, making it a unique experience.

The system is working autonomously, considering reactions (such as body language and facial expressions during showroom’s visits), as well as controlling the development of sales rates. These parameters represent the basis through which our technology can adjust the sound/ambient setting, in order to optimize showroom’s conditions.

A key strength of *Hit the sound running* is its non-intrusive nature. Indeed, the customer will not be “stressed” by any useless interaction, rather one would comfortably walk around the showroom. In the same way, also the sellers will not be overwhelming into the buyer-seller relationship.