



E L E M E N T

ELEMENT CASE STUDY

CREATING LUXURY BATH EXPERIENCES

Learn how a global leader in bath design enhanced their sales with an interactive augmented reality application that helped customers bring their dream shower and bath spaces to life.

KOHLER®



E L E M E N T

THE SITUATION

Facing upcoming product launches, an evolving salesforce, growing competition in the marketplace, and a global pandemic, Kohler® sought Element's expertise to enhance their in-home sales tools for their LuxStone® and Walk-In Bath brands. They needed to transform their sales process into a sleek, user-friendly, digital experience ... and fast.

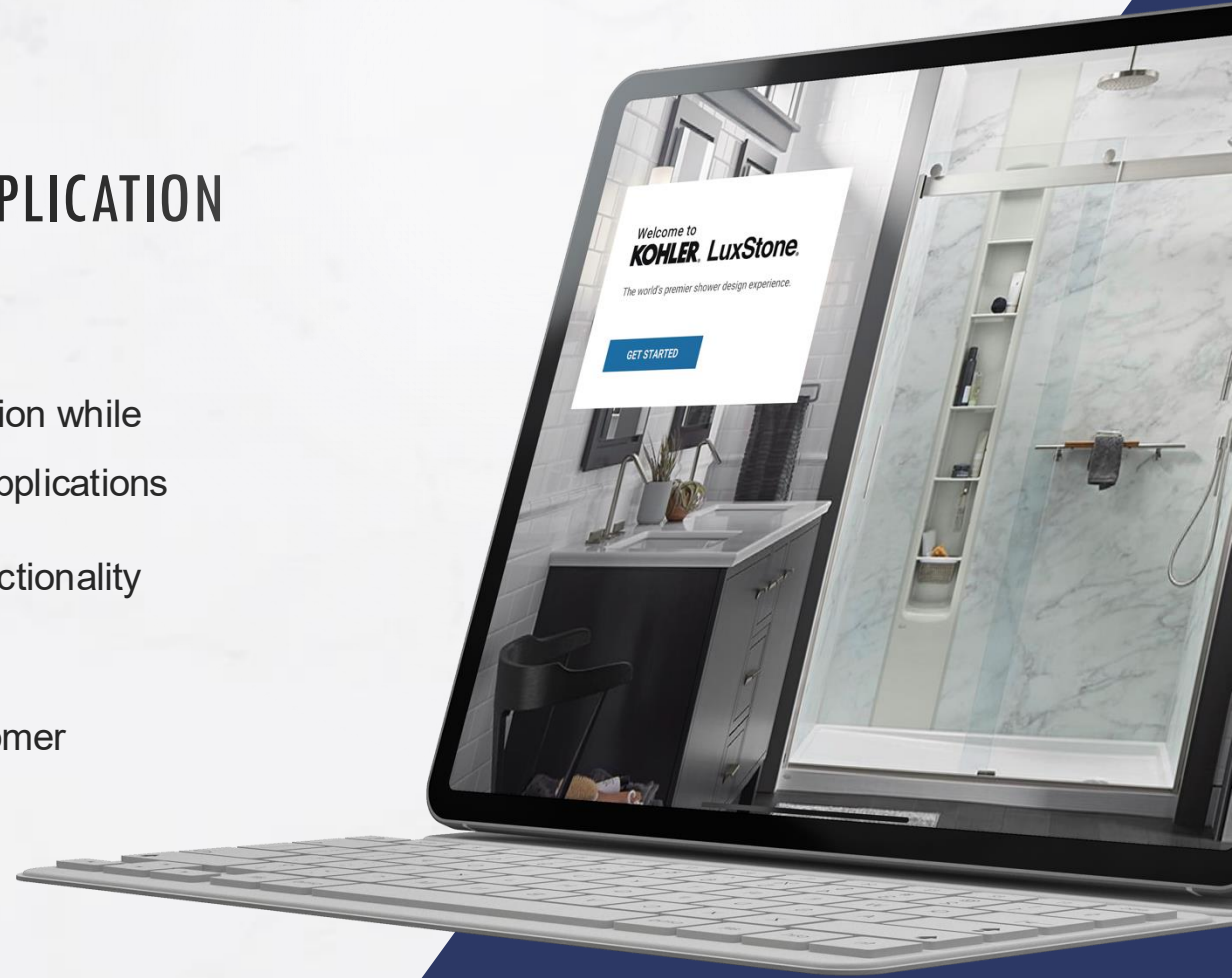


THE SOLUTION

A FULLY CUSTOMIZED BATH AND SHOWER DESIGN APPLICATION

This tailor-made, industry-leading digital sales tool was made to:

- Integrate existing sales materials, presentations, and documentation while making the experience seamless across a variety of teams and applications
- Inspire customers to purchase through build-your-own design functionality and augmented reality (AR)
- Capture and consolidate data while integrating with existing customer management systems, dealer software, and tools
- Seamlessly evolve into a consumer-led, online effort that engages customers beyond the in-home sales process



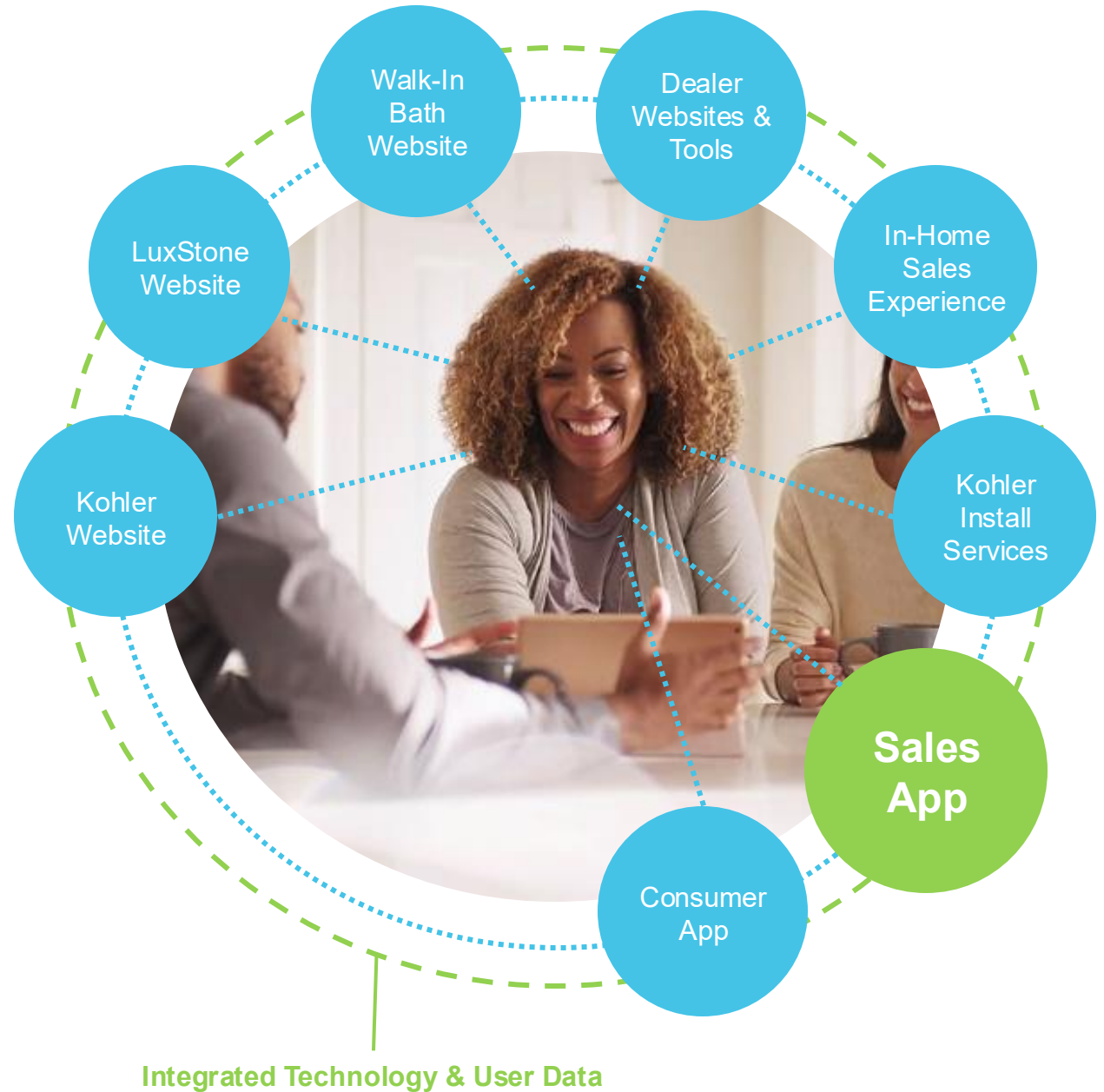
THE STRATEGY

A CONNECTED EXPERIENCE

Utilizing research and a thorough understanding of Kohler's existing sales processes, we strategized a connected experience centered around the sales application. This strategy aimed to seamlessly integrate the customer journey across channels while positioning the sales tool for future growth and expansion.

HOW WE HELPED

User Experience and User Interface (UI/UX) Strategy and Design, Custom App Development, Augmented Reality



THE STRATEGY

REMODELING THE SALES EXPERIENCE

We interviewed dealers and led discovery sessions with Kohler's sales, marketing, and technology teams to immerse ourselves in their processes, tools, needs, and pain points while building a robust knowledge of their internal technology stack to streamline integration.

From there, we created a strategic roadmap to develop and promote the app as a multi-platform tool which was later used to secure executive approval for a multi-million-dollar pilot program to transform the company's entire sales strategy.

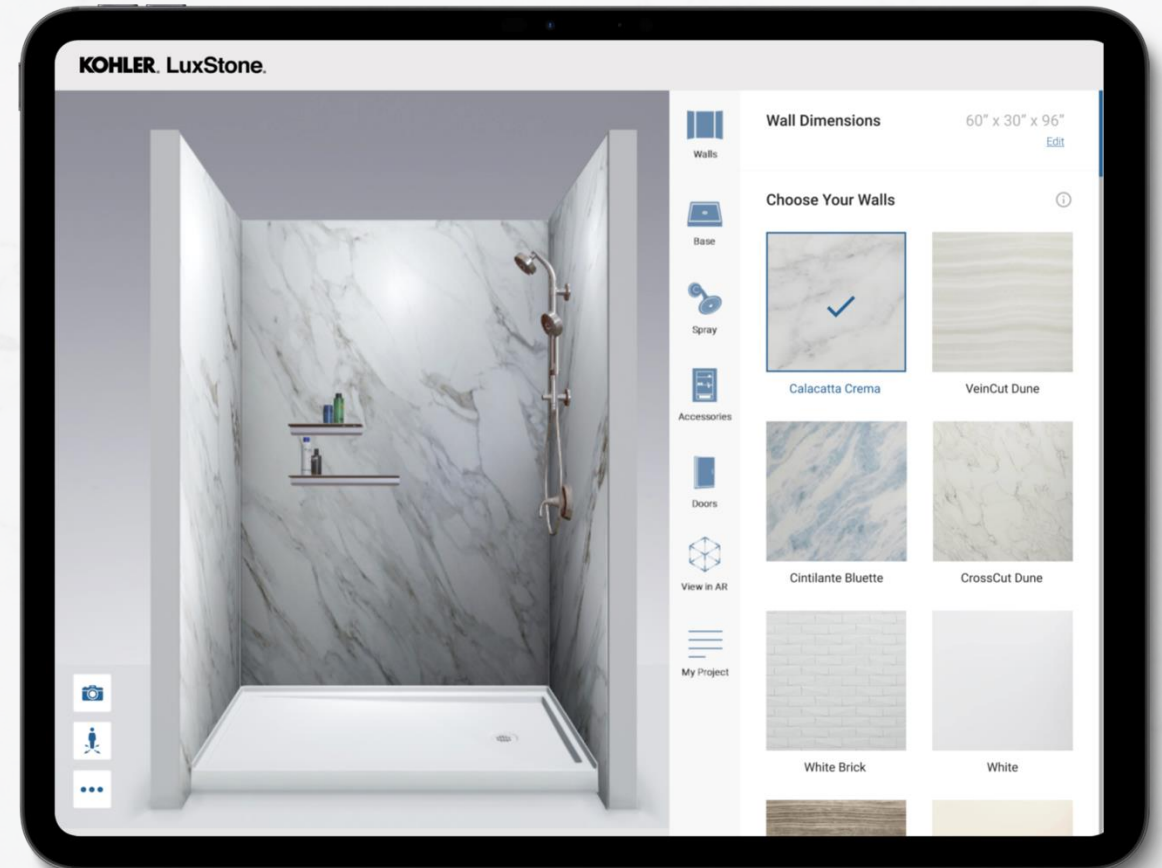


THE STRATEGY

BUILDING CUSTOMIZED DESIGNS

With an ongoing pandemic making digital spaces essential, Kohler customers needed a way to craft and envision projects online.

We prioritized the design-your-own experience, allowing customers to work with the sales team in real-time to create their space in 3D with custom measurements, finishes, and features. This enabled the combination of 400 product options into over 1.5 billion configurations, giving customers full control over their bath or shower design.

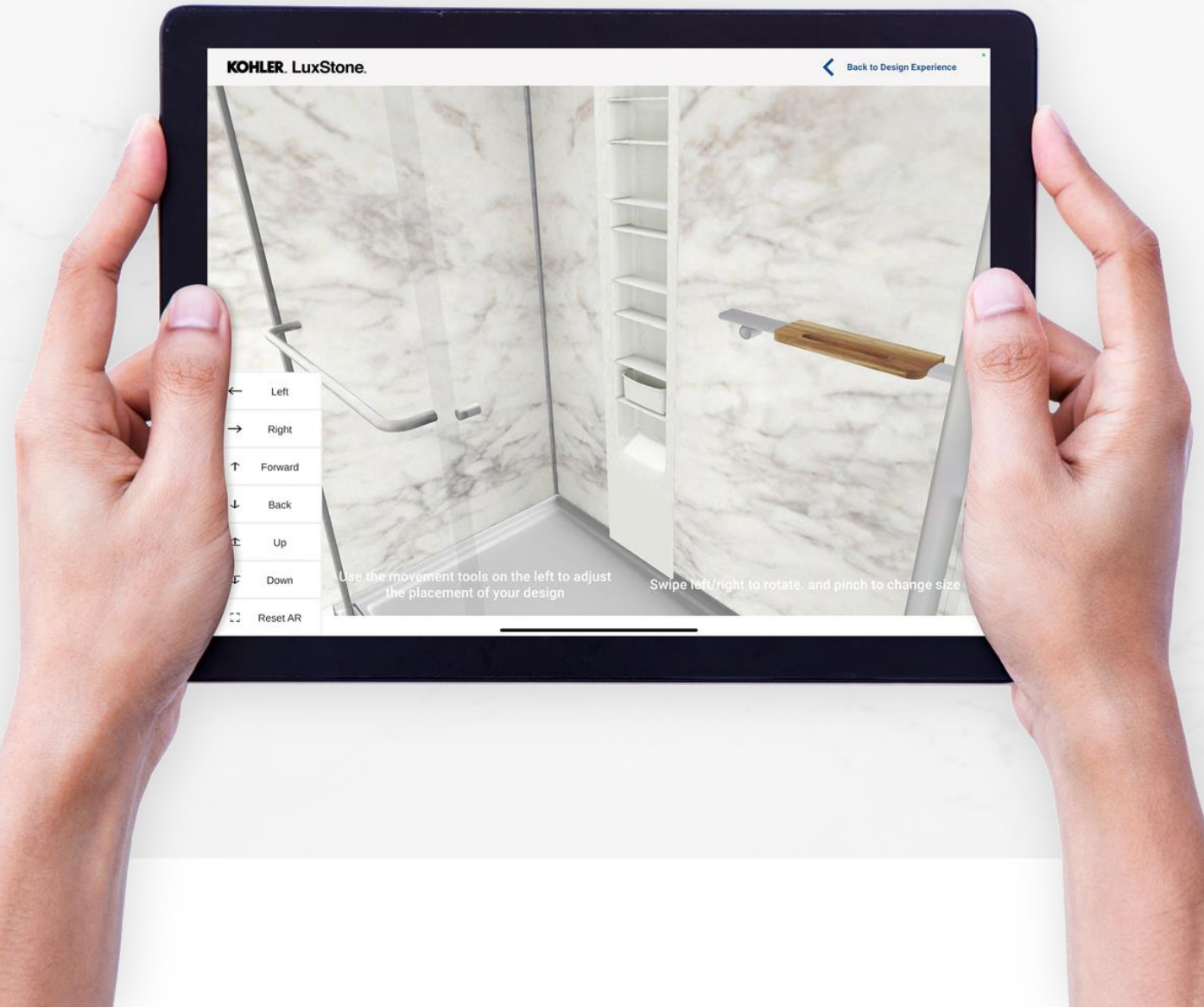


THE STRATEGY

BRINGING BATH SPACES TO LIFE

Once designed, customers could then leverage AR functionality to place each design in their own space at scale. They could interact with their shower or bath design from every angle—even inside the shower or bath itself.

This empowered the sales team to create meaningful connections with customers while positively influencing their purchase decisions.



THE STRATEGY

STREAMLINING THE PURCHASE PROCESS

The perks of this fresh design tool didn't stop there. It also allowed customers to save their designs and assigned them customer profiles for easy future reference—and marketing opportunities!

If a customer did decide to make a purchase, the tool seamlessly generated a bill of materials based on the custom design. That list integrated directly into sales systems to streamline ordering and installation.



Your design has been saved.

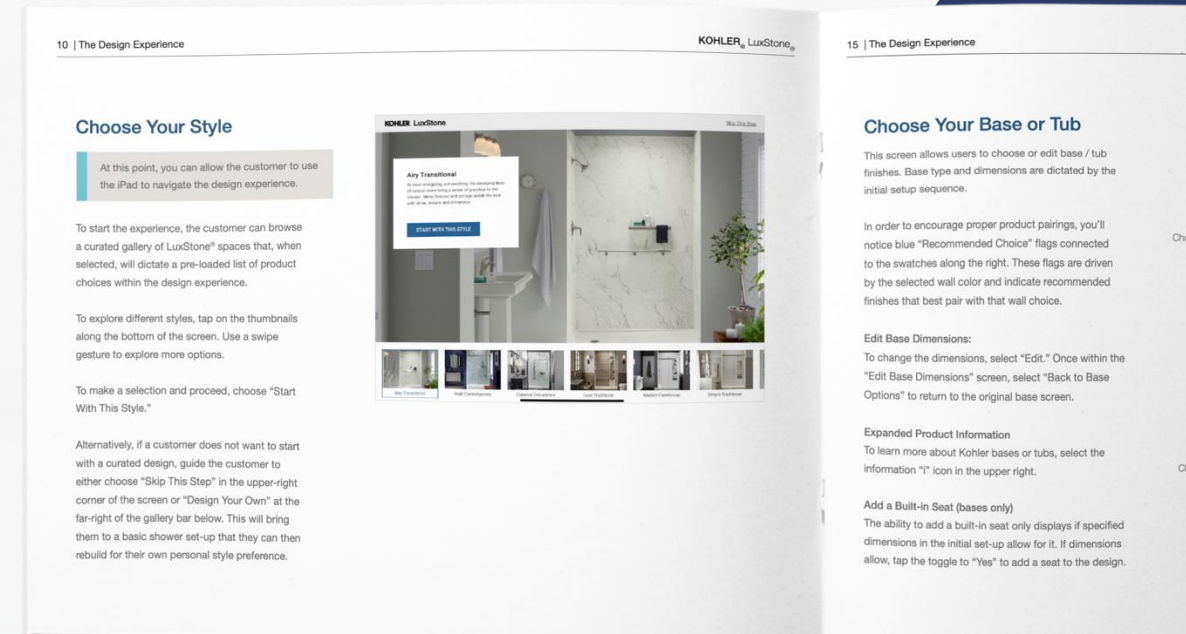
Email to johndoe@gmail.com

THE STRATEGY

LAUNCH SUPPORT & TRAINING

With advanced technological features and an evolving sales process, a thorough launch plan was essential to encourage app adoption while supporting Kohler's sales force. We:

- Launched beta testing to integrate feedback and enhance the experience before a full company rollout
- Developed training materials and conducted virtual sessions to train all sales and customer service teams
- Provided ongoing support and service for the app during and post-launch to address issues, answer questions, and more



THE STRATEGY

FROM IN-HOME TO ONLINE

With the sales app in the market and positive results rolling in, we swiftly collaborated with Kohler to develop a self-service design experience for browsers, tablets, and mobile to generate and capture leads.

Using the same features of the design experience, we built in additional e-commerce content and functionality to provide detailed product information, pricing, and tutorials. These added features allowed customers to build their designs without requiring any sales support.

