

## Modern Showrooms Prove that Innovation Doesn't Stand Still

### *New dormakaba Customer Discovery Center Models Best Practices of CX Design*

**INDIANAPOLIS, February 17, 2021** – In an era when large scale, in-person trade events have all but disappeared, how can manufacturers showcase innovation and launch new products? An interactive showroom, accessible both virtually and in person, modeled on the best practices of customer experience.

While the challenge of distancing cannot be fully overcome, smart companies are shifting their once typical marketing efforts to creating unique, compelling customer experiences both virtually and in person. They are applying the same level of ingenuity used to develop their new product innovations to think differently about creating conversations around them. Livestream and recorded events are now expected tools of virtual-based marketing programs. However, reimagining the company showroom is emerging as an important – and often untapped – marketing asset.

Modern showrooms follow the basic principles of experience design to provide mutually beneficial and differentiated customer experiences. They are interactive, technology-driven, and offer multiple opportunities for engagement in real-world or future state scenarios in both virtual and in-person environments. From the customer experience perspective, there are three basic requirements.

#### **Step 1: Enable access to information.**

Typical customer communication focuses on citing relevant features and benefits, but today's information consumers want both data cited and data experienced.

- Reposition your marketing messages as learning opportunities to help customers stay informed about the industry and your products.
- Clearly identify the markets served.
- Give customers a chance to share their unique journey with your company.
- Showcase marquee innovations and the problems they help solve.
- Make it easy to find relevant product specs and details.
- Provide a feedback loop for questions, comments, or to schedule a virtual meeting with a company professional.

#### **Step 2: Give control over experience and process via technology.**

Be prepared to deploy a similar customer experience in-person or virtually. Experiment with new technology to create as close to an "in-person" experience as possible regarding your company's in-market product solutions.

- Think "show" vs. "tell" with enhanced experiences that include demos and action-oriented content answering "How?" and "Why?" questions as well as simply stating facts.
- Use proximity technology to activate content during in-person visits.

- Create a virtual site that allows guests to schedule their visit and then guides them through the preview of what they will experience in the showroom when self-guided tours are appropriate. Generate customer-specific content that highlights information you know is important to them.
- Gamify displays to encourage engagement with products and services in a simple, mobile-friendly learning platform. Players can learn on-the-go, learn on-demand, and learn in seconds.
- Launch AR and VR technology to create close-to-in-person engagement. Identify which of your products are best experienced in this type of environment and work to develop one that captures their attention and showcases your best-of-the-best innovations.

### **Step 3: Personalize, personalize, personalize.**

Reassure customers that you understand their unique needs by customizing their showroom experience.

- Delight visitors by organizing content around specific customer pain points and the solutions you offer.
- Create a memorable first and last impression with multiple options for showroom traffic flow based on a customer's specific areas of interest.
- Communicate before, during, and after an in-person or virtual visit to reiterate highlights and invite to unique future visits featuring new experiences.

### ***dormakaba's State-of-the-Art Customer Discovery Center***

dormakaba has made it easier for customers to experience firsthand the thinking that has made it a leading trusted partner in the global market for access control solutions by opening its new state-of-the-art Customer Discovery Center in February 2021.

Located in its Americas headquarters in Indianapolis, dormakaba has designed an interactive space that engages guests in hands-on, technology-driven collaborative activities. Although limited to virtual visits and extremely small gatherings at this time due to the pandemic, dormakaba expects to host customer visitors annually through a wide range of tours, training, and interactive experiences.

Customers can:

- Discover and interact with dormakaba's industry leading innovations.
- Meet with dormakaba's product and technical experts.
- Provide ideas and insights to the company's leadership team.
- Enjoy an enhanced experience via a mixed reality tour.
- Hear real-life experiences from dormakaba customers.
- See where and how dormakaba products are used and trusted.

"At the core of dormakaba, we are focused on delivering our customers superior, cutting-edge solutions that support safe, hygienic, and secure entry and access points for buildings and other spaces as a trusted industry partner," said Alex Houston, COO, dormakaba Americas. "Our customers expect to see, touch, experience, and otherwise directly engage with our products. The new interactive Customer Discovery Center allows us to 'walk the talk' when it comes to our

products and expertise in access control innovations. It gives them a chance to be an integral part of the solutions they seek.”

Interactive displays and multi-media content transport visitors into the spaces where access control technology solves problems across 12 specific markets. This design helps architects, designers, building owners, property/facility managers, locksmiths, and security experts experience the difference the dormakaba’s high-performance access control solutions can make for the safety and security of their buildings and spaces. A customer journey wall highlights a wide variety of first-hand customer experiences with dormakaba access solutions.

To schedule a virtual or in-person tour, please contact [pr.amer@dormakaba.com](mailto:pr.amer@dormakaba.com).

For more information about the Customer Discovery Center, visit [discoverdormakaba.com](http://discoverdormakaba.com).

Media assets, including photos and video, are available at [dormakabaamernews.com](http://dormakabaamernews.com).

### **About dormakaba**

dormakaba is one of the top three companies in the global market for access and security solutions. With strong brands such as Dorma and Kaba in our portfolio, we are a single source for products, solutions, and services related to doors and secure access to buildings and rooms. With around 16,000 employees and numerous cooperation partners, we are active in over 130 countries. dormakaba is headquartered in Rümlang (Zurich/Switzerland) and generates an annual turnover of over CHF 2 billion.

SIX Swiss Exchange: DOKA (formerly: KABN / KABNE) Further information at [www.dormakaba.us](http://www.dormakaba.us).

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