

# 5 Ways Augmented Reality Helps with Sales Strategy & Business Growth

Augmented reality has enormous enterprise potential. This technology bolsters B2B and B2C sales strategy in equal parts, enabling businesses to meet their goals and continue to grow. We've helped organizations of all sizes integrate AR into their daily operations, and we've watched their success stories first hand. Here's an inside peek at the top 5 ways that augmented reality helps with sales strategy and business growth.

## 01

In a survey of 100 operational business leaders, we asked about their top drivers for deploying augmented reality solutions. These are the KPIs that fuel continued ROI.



These responses show a direct correlation between AR adoption and business growth via increased revenues and lower costs. **The question, then, is what exactly are these organizations doing to enable this reality?**

## 02

### Customers Want AR

AR empowers consumers with options for purchases that literally place them into the product or move the product into their space. 'Try before you buy' becomes simpler and more powerful.



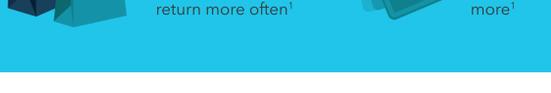
### Interest Among the Ages



Try before you buy has long proved a successful marketing tactic, and AR takes it to the next level. Customers can virtually try on ZARA clothing from the comfort of their home and use their mobile phones to envision what a piece of IKEA furniture will look like in their living room. This new level of confidence boosts conversion rates.

**61%** Of shoppers prefer stores which offer augmented reality experiences

### If shoppers could experience a product in AR....



## 03

### Start with a Measured Approach

Digital transformation isn't all or nothing. Begin your initiatives by fleshing out entry points and demonstrating clear, tangible KPIs to all relevant stakeholders. Realize the value from proof of concepts before moving onto larger projects.

“Proof of concepts are worth every penny that you put into them.”

**Jeff Lien**  
Technical Leader at Anderson Corporation

## 04

### Top Use Cases for Sales Strategy and Business Growth

These are the use cases that have already proven their ability to push business growth. If you're looking for a place to start, this is it.

#### Product Presentations

**\$2.7B**

Spent by global businesses on AR for retail showcasing in 2020<sup>2</sup>

#### Exhibitions



#### AR Advertisements



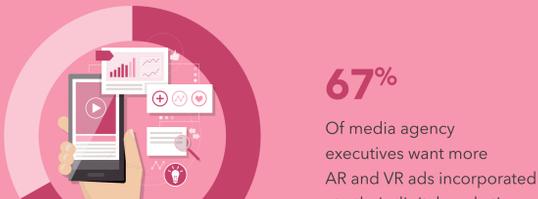
## 05

### Tapping Into a Surging User Base

Now is the right time to begin exploring your options because more people are using AR than ever before.

**1B+** AR users in 2020<sup>5</sup>

**14M** Estimated number of Americans who will regularly use smart glasses at their jobs by 2025<sup>6</sup>



Download the complete Operations and Tech Report

#### About Teamwork AR™

Born out of **35+ years of expertise** delivering tech-forward training that drives operational excellence at scale, Teamwork AR pairs best practice enterprise learning with the experiential power of mixed reality.

Our mission is to bring real-time digital transformation to on-the-job training and support for any company - from knowledge capture and transfer to collaborating with and assisting remote workers.

Using any device, anywhere, Teamwork AR addresses businesses' changing demands by delivering remote support, enhanced training, and more interactive sales engagement.

Powered by high-quality custom content and augmented reality, Teamwork AR changes the way work is done and elevates the outcome.

For more information, please visit [cgsinc.com](https://cgsinc.com) and follow us on Twitter at [@CGSinc](https://twitter.com/CGSinc) and [@LearningCGS](https://twitter.com/LearningCGS) and on LinkedIn. Email us at [learning@cgsinc.com](mailto:learning@cgsinc.com).



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<sup>1</sup><https://www.hurstdigital.net/blogs/dallas-video-production-company-blog/448835-5-use-cases-of-augmented-reality-that-boosted-business-sales#YEkJP9xOIPY>, retail perceptions)

<sup>2</sup><https://www.idc.com/getdoc.jsp?containerId=prUS47012020>

<sup>3</sup><https://www2.deloitte.com/content/dam/Deloitte/us/Documents/deloitte-private/us-dges-deloitte-tech-survey-report.pdf>

<sup>4</sup><https://www.vibrantmedia.com/blog/2017/02/28/new-virtual-reality-ads-give-360-degree-view-within-editorial>

<sup>5</sup><https://www.vibrantmedia.com/blog/2017/02/28/new-virtual-reality-ads-give-360-degree-view-within-editorial/>

<sup>6</sup><https://www.vibrantmedia.com/blog/2017/02/28/new-virtual-reality-ads-give-360-degree-view-within-editorial/>

<sup>7</sup><https://www.vibrantmedia.com/blog/2017/02/28/new-virtual-reality-ads-give-360-degree-view-within-editorial/>