

MMA CASE STUDY

The Home Depot Appliance Experience

Campaign Summary

The Home Depot wanted to give both its customers and its associates the ability to browse all the products available, not just those on the store floor. The brand created a first-of-its kind kiosk for an in-store digital shopping experience that bridged the gap between online and in-store purchases. The goal was to enhance the shopping experience and ultimately drive increased sales.

Strategy and Execution

To enable a truly connected retail experience for both customers and associates, The Home Depot produced a best-in-class digital ecosystem that used multiple channels and enhanced customer relationship management. The company defined its strategy, vision, and guiding principles, including the experience needed for the kiosk to behave like a consumer tablet so customers could quickly understand how to engage with it.

The resulting in-store digital platform seamlessly connected the customer to digital experiences for each unique product category throughout the physical Home Depot store as well as virtual storefronts. As Home Depot is the fourth largest retailer in the world, with more than 2,000 stores and \$75 billion in annual sales, the project first focused on the category of major appliances with the Appliance Finder Experience.

Research included meeting with key stakeholders, conducting associate and customer interviews, and countless hours of studying how people shop for appliances. The results of customer and associate research were extremely similar: both groups needed a tool to make the buying process easier.





Home Depot was facing a tight deadline. Design iterations were kept to a minimum while ensuring the experience would work with The Home Depot's extensive backend system and third-party integrations. Rapid prototypes of the device were created, and all implementations were done in real-world, trial-and-error periods that revealed challenges not anticipated during the initial creative phase. This process enabled the tandem work on wires, design, and development to maximize, test, and refine the interactive experience.

In addition, the industrial design of the kiosk needed to attract customers and withstand a warehouse setting. The final kiosk was developed with a local manufacturer to make it retail-ready, cost-effective, easily serviceable, warehouse-compatible, and compliant with the Americans with Disabilities Act.

Overall, The Home Depot Appliance Experience gives the customer the autonomy of browsing all the appliances not on the floor while having the support of a Home Depot associate as a guide.

Results

The Home Depot is setting the standard for customer-focused digital in-store experiences. To date, the brand has captured more than 10 percent lift in sales for stores in the Appliance Finder Experience program. Expectations are that Appliance Finder kiosks will roll out in every metropolitan market in North America.

Source

"The Home Depot Appliance Experience." 2013 MMA Smarties Submission Innovation. Brand: The Home Depot. Lead Agency: SapientNitro.