## SIEGENIA world: experience 360° room comfort virtually

# Innovative customer engagement with a hands-on approach

Customer benefits reimagined: 360° room comfort from SIEGENIA is about far more than just developing intelligent, pioneering products. It also involves using innovative services to present our solutions in an accessible way, which reflects the company's holistic approach. SIEGENIA is now using a digital tool to offer a completely unique experience of 360° room comfort: fabricators can explore the appearance, function and benefits of room comfort solutions – virtually, in SIEGENIA world. As a central consultation tool for sales staff, SIEGENIA world emphasises the company's commitment to technological progress and its desire to find innovative ways of optimising the customer experience.

#### Three-dimensional showrooms featuring SIEGENIA solutions

Sales staff can use a laptop or iPad to give the company's partners a first-hand experience of 360° room comfort. SIEGENIA world allows fabricators to experience solutions in a unique way by talking to their dedicated contact person and exploring a variety of three-dimensional spaces virtually. This includes flexible navigation within the rooms and their highlights, as well as realistic animations that allow products and systems to be viewed in detail from any angle. In addition, the 3D visualisation of all product features, including concealed features such as the internal structure of the ventilators, provides a high level of clarity. What's more, the innovative sales tool also provides a vivid demonstration of how different products can be combined to create a holistic solution and how exciting scenarios – centred around the smart home, for example – can be implemented.

SIEGENIA world is consistently designed to provide a high level of information and clarity. There you can find showrooms for the various SIEGENIA solutions, organised by product group. In addition to the virtual presentation of the solutions, practical text boxes provide an overview of the specific product highlights and available variants. Concise and well-presented information also allows fabricators to learn about the specific differences, such as installation variants.

#### Tailored consultations – consistent worldwide

With its wide range of options and carefully thought-out layout, SIEGENIA world provides the company's partners with a broader understanding of SIEGENIA's room comfort solutions. In order to make the most of appointments, SIEGENIA sales staff can create a favourites list in advance of the appointment, for example, containing the solutions that are relevant to the customer in question, and link them to the customer's notes. They can also provide the company's partners with additional information and media, covering everything from technical data to videos and even web links to the SIEGENIA media centre. Fabricators benefit by adding new depth to their own sales discussions. Customer presentations are provided in numerous languages – SIEGENIA world is currently already available in seven languages – and are always guaranteed to be up-to-date and consistent worldwide. New products and solutions are also being integrated all the time.

#### Captions

Image database: SIEGENIA

*Image I: SIE\_SIEGENIA\_world\_consultation.jpg*

Experience 360° room comfort digitally: SIEGENIA world can be used as a central consultation tool, allowing the company's partners to experience solutions in a unique way during face-to-face consultations.

*Image II: SIE\_SIEGENIA\_world\_virtual room.jpg*

SIEGENIA world enables partners to navigate flexibly within the rooms and their highlights and allows products and systems to be viewed in detail from any angle.

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