



eBook

How Digital Twins Increase Revenue and Decrease Costs in the Retail and Franchise Industry

From Fitness, Restaurant, and Retail digital twins can help you give your guests an even warmer welcome and streamline your operations at the same time.



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Applying Digital Twins in the Franchise, Retail, And Commercial Markets

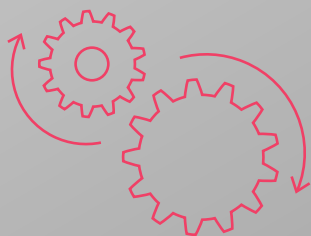
Now more than ever, franchise and commercial leaders must learn how to adapt alongside ever-evolving customer expectations, providing a seamless experience every step of the way. As we look toward the future of the industry, digital twins offer an all-in-one solution that can benefit guests and businesses alike.

From storefronts, to businesses and event spaces, digital twins allow potential clients to experience your property online using a 3D virtual walk-through. At the same time, these powerful models can help you streamline your own processes across marketing, sales, and operations. Increase bookings and manage costs all while inviting your guests to stay awhile using interactive and immersive digital twins.



Read on to learn how digital twins are already helping Franchise and Retail teams give guests an even warmer welcome and capture new efficiencies.

Franchise: Marketing



Empower your
marketing team with
rich media bundles.

AcuTwin digital twins deliver immersive 3D tours, dimensionally accurate floor plans, 2D 4K photography, and promotional opportunities that enable your business to thrive in a number of ways:

- Enhance customer engagement.
- Facilitate new business through virtual visits.
- Drive traffic to your website and other social channels.
- Gain deeper insights into consumer behavior.
- Attract event planners looking for a unique space.
- Improve SEO and enrich GoogleMyBusiness listings.

Presented by Orangetheory

Orangetheory - Fulshear, TX - 1317

“As we continue to grow the number of our studios across the U.S. and across the globe, it becomes increasingly difficult to access information about specific locations and make informed business decisions,” said Mike Mettler, Chief Development Officer of Orangetheory Fitness. “With Matterport digital twins, we become equipped with accurate, reliable data that allows us to improve our studios and better serve our members. Throughout the process, the efficiency and ease of Capture Services saves us thousands of dollars in travel and labor costs.”

To ensure consistency across its U.S. studios, Orangetheory requires accurate, up to date visuals of new and existing locations. Using Matterport Capture Services to create digital twins – photorealistic, 3D replicas of each studio – the company can virtually assess whether a studio is consistent with brand guidelines and advise on required updates, reducing the travel and time required to verify conditions of all locations. In addition, Orangetheory franchisees equipped with a digital twin of their studio can provide a 3D walkthrough of their space for prospective members.

Franchise Case Study:

Orangetheory

Orangetheory is a great example of a retailer with the newfound ability to improve their operations across many studio locations, by using digital twins to streamline a typically lengthy and costly process,” said Stephanie Lin, Senior Director, Global Retail Strategy for Matterport. “Matterport simplifies the process of obtaining site measurements, verifying store design and layouts, and the ongoing coordination and documentation required between teams. All of this enables retailers to make quicker, well informed decisions that will significantly improve productivity and reduce travel expenses from costly site



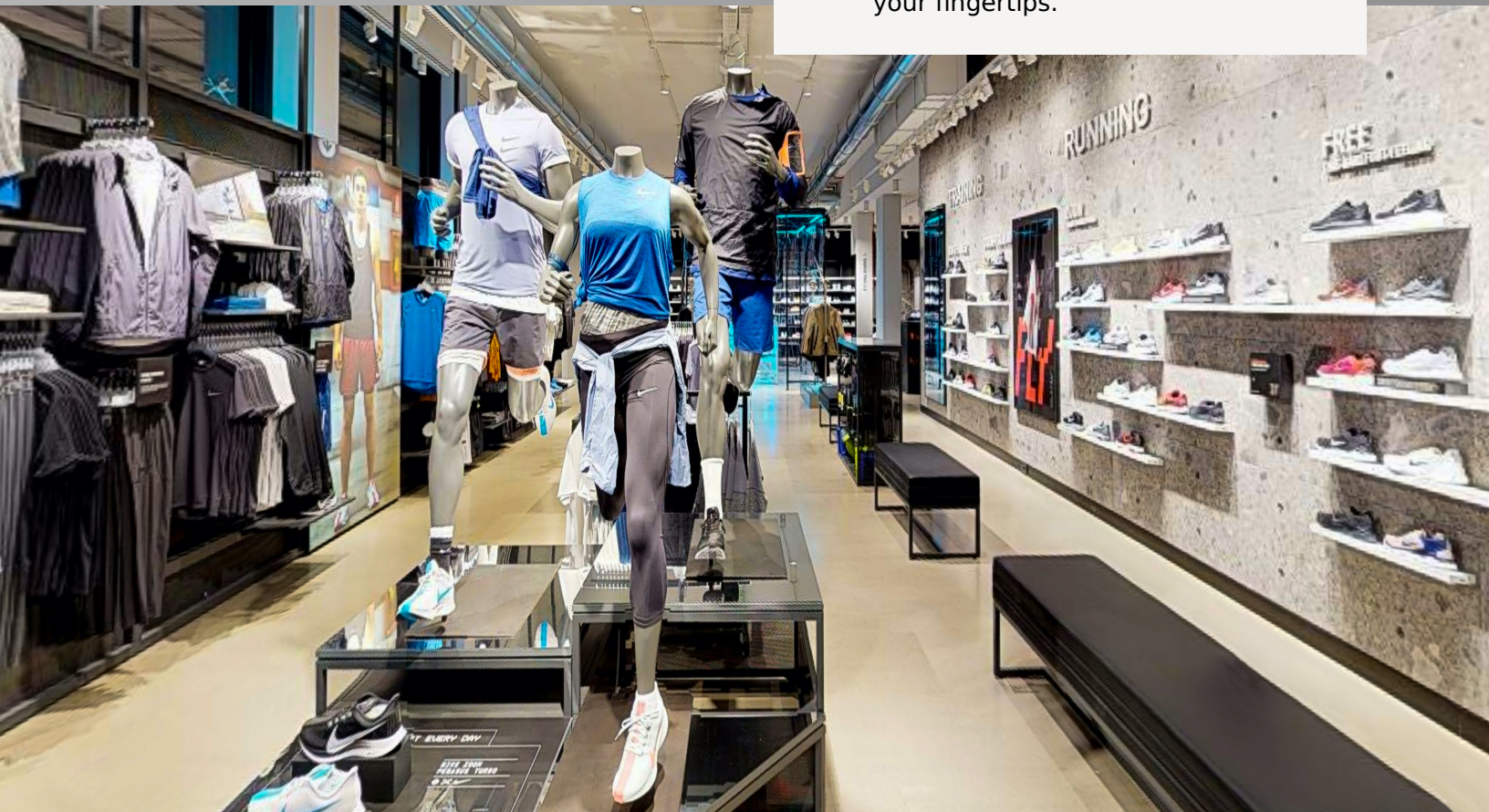
Learn how this Fitness franchise operations platform was able to use virtual tours to unlock the following advantages:

- Locations with AcuTwin 3D tours are browsed 3x longer.
- 12% increase in member conversion.
- Highly tailored guest services.
- Reduced marketing costs.

Franchise: Operations

Spend less time and resources sending your operations team to each location and more time focusing on your property and guests.

- Increase brand standards compliance, minimize risk, and create safer environments with a strong adherence to regulations.
- Create scalable and immersive training programs.
- Accelerate PIPs* by capturing information that wouldn't translate in traditional 2D formats.
- Streamline documentation, reduce costs, and minimize the need for site visits with virtual collaboration.
- Access digital twins and take advantage of CapEx** efficiencies at your fingertips.



* PIPs (Property Improvement Plans) can be automated utilizing AcuTwin's collaboration and workflow features. Traces can be exported to other applications, while complete PIP reports and other templates can be exported as separate files.

** Use workflow and collaboration features to assist with CapEx (capital expenditure) planning and detailing by uniting teams to remotely focus on project plans.

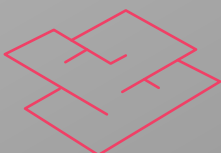
Get started now at radarx.ai | 04

Franchise: Sales

It's a win-win scenario for you and your guests. Create an enhanced retail experience for them while adding to your own bottom line:



Improve customer service and experiences via virtual walk throughs and point of sale.



Set clear brand expectations immediately and accurately through the use of digital twins.



Assess layout considerations
Remotely collaborate with team members
And maintain accurate documentation.

Visual Asset, Analytics, and Inventory Management

AcuTwin not only delivers an accurate 3D visual representation of your stores, but the data behind it. Give your employees easy and intuitive access to information that would have been impossible to find buried inside emails and spreadsheets, including accurate measurements of the entire store and dimensions of the aisles, equipment and anything else within it.

Use the radarx.ai platform to plan for merchandising, seasonal and promotional rollouts. You can even integrate a digital twin into your existing systems using our [API](#) and Commercial Analytic Traffic System for unprecedented clarity and data of customer experience.



Lodging Case Study:

Lindner Hotels & Resorts

The award-winning hotel group, Lindner Hotels & Resorts, is reaping the benefits of Using an integrated digital twin to futurize their vacation listings.



Increased qualified sales leads from customer interaction.

25% 25% higher online engagement.



Improved sales efficiency due to the ability to virtually tour layouts and retail spaces.

LINDNER
HOTELS & RESORTS



Food & Beverage:

Bring your guests through the kitchens and to the table

From fine dining to pubs and lounges, you can drive more online interest in your location, boosting web engagement rates by

up to 15%

using AcuTwin 3D tours to increase reservations and covers.

Food & Beverage: Marketing

Give your marketing team the tools they need to achieve their goals.



Enhance customer online engagement.



Facilitate virtual visits.



Attract event planners.



Food & Beverage Case Study:

Hell's Kitchen

A Digital Twin enables visitors to experience this Dubai-based restaurant in an entirely new way:

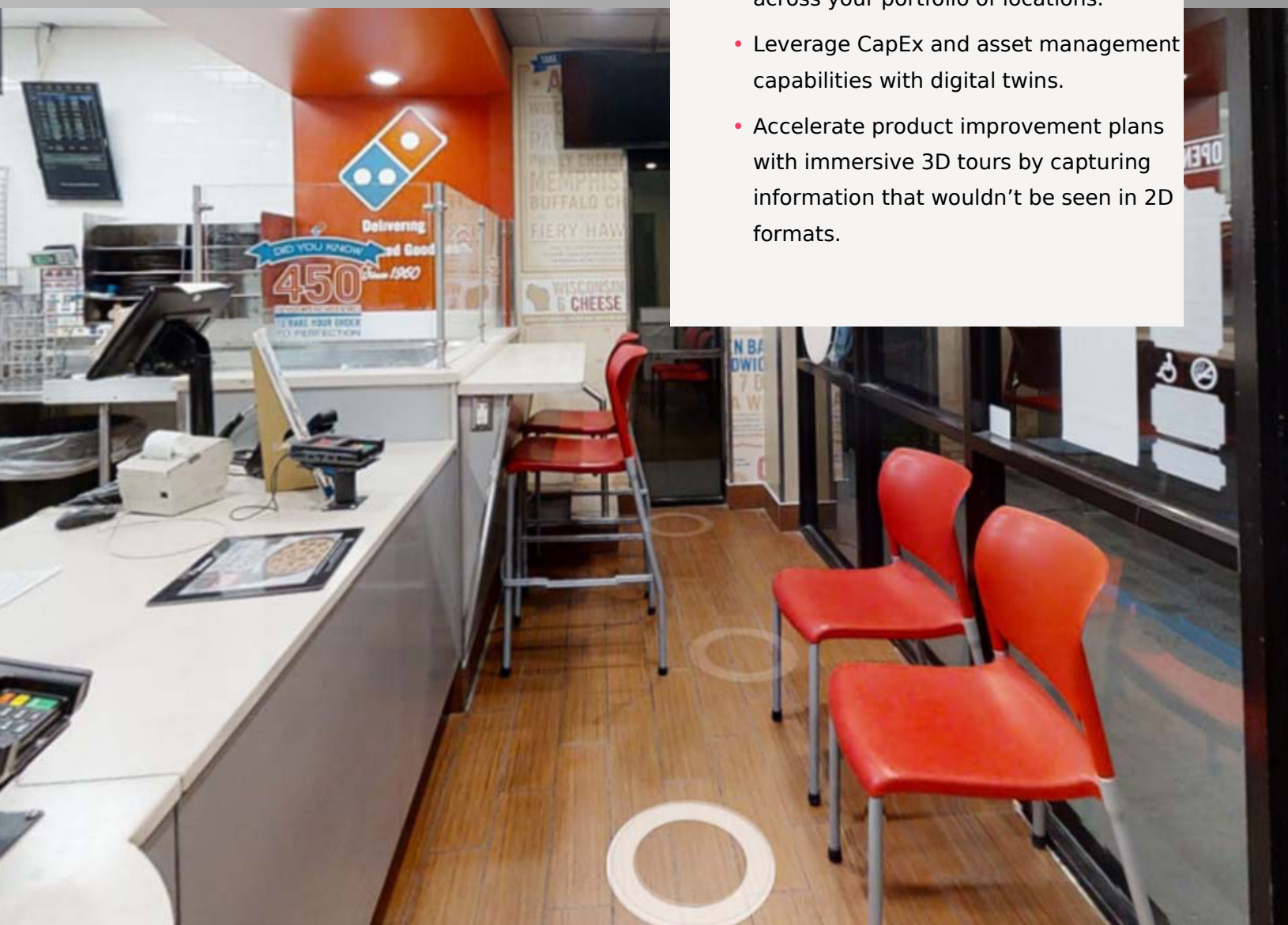
- Tourists, expatriates, and locals can virtually walk through this famous restaurant before booking—and can even ask for a specific table.
- Virtual visitors can explore the iconic back-of-the-house kitchens featured on Gordon Ramsay's TV show.
- Guests can access videos of event promotions and understand how the space can be customized for their own special occasions.



Franchise: Operations

Drive efficiencies with the power of digital twins:

- Improve documentation and project management, reducing service disruptions.
- Provide consistent customer experience across your portfolio of locations.
- Leverage CapEx and asset management capabilities with digital twins.
- Accelerate product improvement plans with immersive 3D tours by capturing information that wouldn't be seen in 2D formats.



Franchise Case Study:

RPM Pizza, the largest Domino's franchise operator

RPM Pizza took on the enormous challenge of renovating 30 stores in just six months.

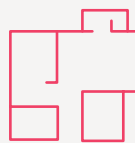
With a digital twin, the company was able to:



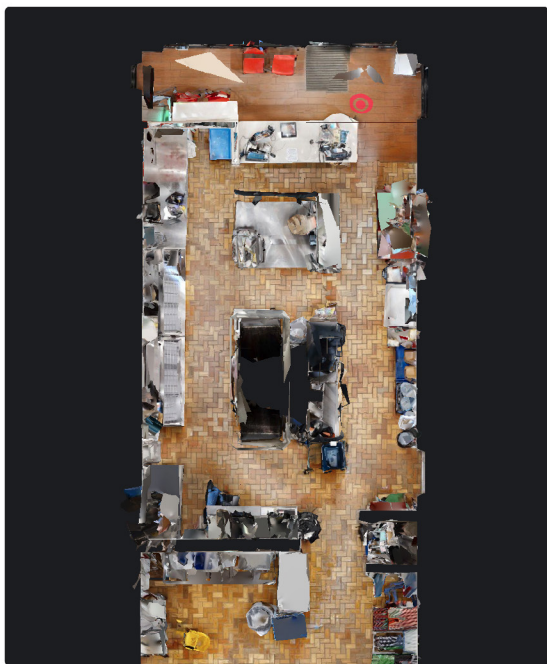
Streamline the design and remodel of stores, cutting the project time in half from one year to six months.

↓50%

Expedite new store remodels by reducing the time to initiate projects by 50%.



Improve food prep efficiency with renovated store layouts.



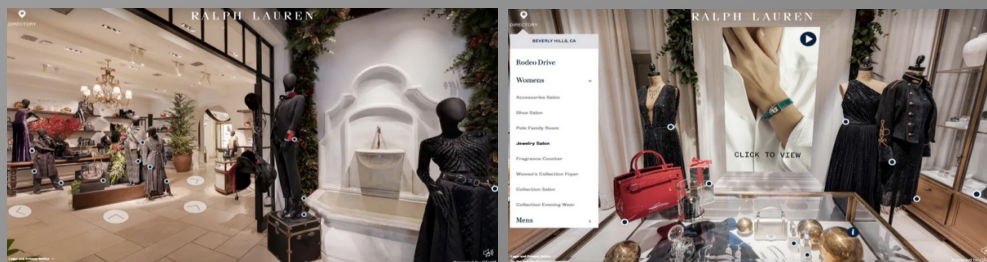
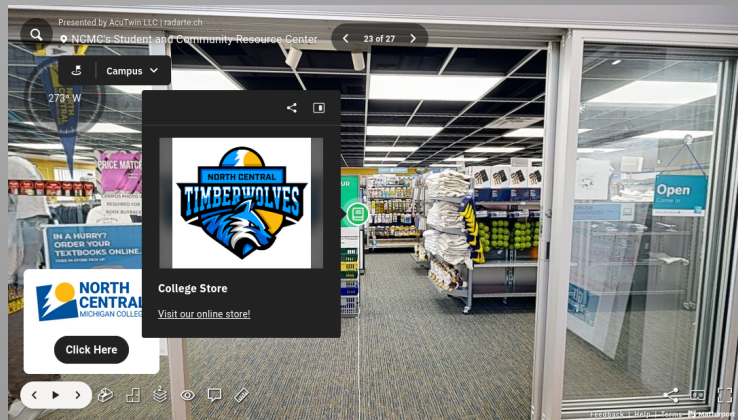
Store 525

As industry leaders have begun to explore innovative tools of engagement and customer experience, teams have already learned, geographic constraints no longer have to be a burden to guests or your own team members.

With a digital twin strategy integrated, you can streamline key sales, marketing, and operations processes, all while finding new ways to delight customers and redefine their end-to-end experience with your brand.

Interested in learning more about the application of digital twins across the travel and hospitality industry?

Contact our team today.



About Our Platform Partner

Matterport is the industry leader in 3D capture and spatial data with a mission to digitize and index the built world and advance the way people interact with the places they inhabit and explore. Matterport's all-in-one 3D data platform enables anyone to turn a physical space into an immersive digital twin and share it with others to connect and collaborate in 3D, radarte.ch develops innovations and API's to best utilize this digital asset.

radarte.ch | radarx.ai | radarx.eth

A commercial partner of the Matterport platform has helped companies realize the full potential of a space at every stage of its life-cycle including planning, construction, appraisal, marketing, and operations. The company has been serving the real estate and photography industry since its inception and is also being adopted by major brands in architecture, engineering, construction, facilities management, insurance, restoration, retail, travel, and hospitality. Learn more at **radarx.ai** Or contact your regional office today at **info@AcuTwin.com**

