

## BOOSTING SALES PROCESSES WITH ARTIFICIAL INTELLIGENCE AND AUGMENTED REALITY



RENOLIT offers a holistic AI-based solution developed to map the RENOLIT REFACE sales process in a single application by offering functionalities to measure buildings, documenting data and generating offers.

As a leading global specialist for high-quality polymer films, sheets and other polymer solutions, RENOLIT offers a vast product portfolio containing RENOLIT REFACE, a multi-layer film that was specially developed for flat metal facades, HPL-boards and aluminum surfaces.

The sales process for RENOLIT REFACE offered different opportunities for digitalization. To seize those opportunities, RENOLIT collaborated with ILI.DIGITAL and launched an AI-based app which supports facade renovation projects with RENOLIT REFACE.

### ANALYZING THE PAIN POINTS

The original sales process for RENOLIT REFACE consists of numerous steps including measuring house facades, documenting data and generating offers. The sales process is carried out by installers who bridge the gap in the value chain between RENOLIT and the end customers.

Analysis showed that the following aspects could be further developed:

- Complex generation of information before project initiation (e.g., geographical data, building condition, and customer contact data)
- Information about material availability and order specific prices is not directly accessible for the installer
- Long period of time between the intention to laminate the facade of a building and setting up a contract to initiate the project

Tackling these pain points and thus enhancing the overall sales experience for RENOLIT REFACE was addressed by ILI.DIGITAL as RENOLIT's digitalization partner.



### A MULTITOOLO SOLUTION FOR SALES PROCESSES

The app was created to combine all aspects of the RENOLIT REFACE sales process. The app measures buildings and automatically calculates from the measurements how many rolls are required to film the relating areas. In the end, the app generates an offer that can be directly sent to the customer. Furthermore, it provides know-how about foiling, contains a CRM and offers project overviews. The development of the app focused on four core aspects:

#### Measurement

Using an AI-based approach, the app recognizes a building's components when scanning it. It measures walls while thereby leaving out glass surfaces, doors, windows, etc. From the measurements, the app calculates the needed amount of film.

#### Visualization

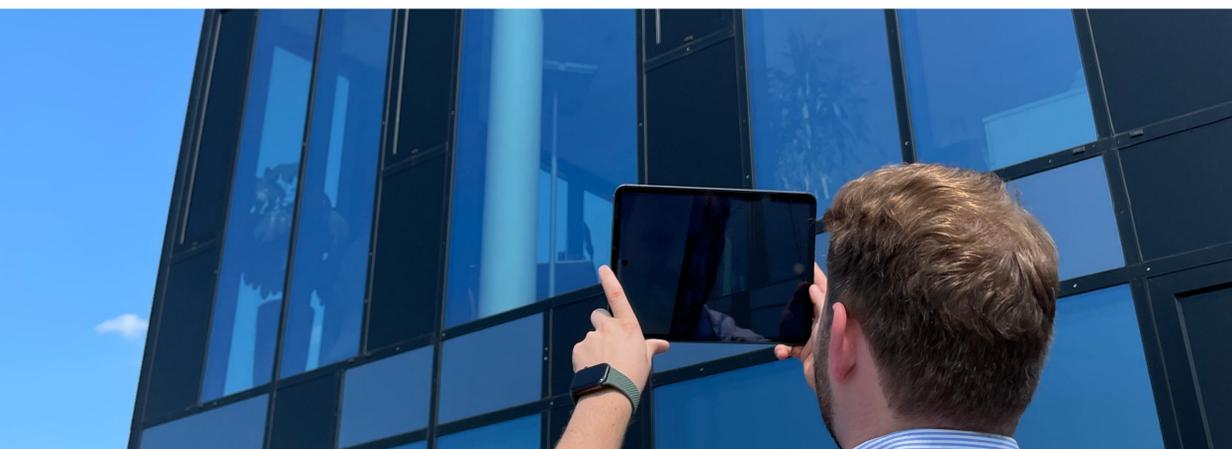
The areas measured by the app are highlighted on the screen. Additionally, the user has the possibility to select a color from the RENOLIT REFACE product range to get an impression of how the color would look like on the measured area.

#### Offer Creation

The app allows automatic offer creation while being connected to ERP software. Therefore, it is possible to send offers directly to the customer.

#### Know-how

Providing product-specific knowledge is another feature. Users can e.g. access tutorials about the foiling and have a whole KPI dashboard offering information on their project's progress.



### UNLEASHING THE FULL BUSINESS POTENTIAL OF A MOBILE DEVICE

The usage of the app gives RENOLIT access to valuable insights that can be evaluated to influence further business decisions. The information collected relates to the time and location of projects, their scope and used materials. From this data, RENOLIT can deduce, for example, how strong the demand is for a particular film color or which base materials are foiled the most.

### IMPACT

With the app, RENOLIT was able to equip installers with a powerful multi-tool solution. Supported by Artificial Intelligence and Augmented Reality, they benefit from a more efficient way to measure buildings. The installers' heavy equipment and paperwork are transformed into one single app containing the whole sales process.

RENOLIT has the advantage of being able to align their sales processes and product development closely with the market, based on the collected data.

Moreover, for the end-customers, the time between creation and implementation of an offer is considerably reduced.



### KEY SUCCESS FACTORS

All in all, the app is built on the following three pillars:

#### Artificial Intelligence and Augmented Reality

The combination of AI and AR offers an innovative way to measure buildings and makes the sales process more efficient.

#### Holistic design research process

The app was developed in cooperation with installers to optimally meet their requirements.

#### Digital intelligence

By analyzing the data collected by the app, RENOLIT gains valuable insights and can align business activities accordingly.

### EXPERTS AT ILI.DIGITAL



TIM // Project Management



PETER // Design



VINICIUS // Technology Implementation



YERIM // Design Research



ISABELLE // User Research

### VOICE OF CUSTOMER



„This app is the next step towards the digital transformation. In addition to a tool for our installers, we generate data of enormous value. Thanks to the agile development methodology, the tool can also be rolled out to other business units.“

**SVEN BEHRENDT**  
Executive Board Member &  
Head of Corporate Engineering  
at RENOLIT



„With the app, it is possible to project information in minutes. We also enable the installers to provide visual impressions and calculated offers at the first touchpoint with their clients.“

**STEFAN SCHMATZ**  
Head of Sales Facade  
at RENOLIT

### PROJECT DURATION

ILI.DIGITAL follows a clear strategy which exactly defines how long single processes take. Therefore, the time required for a project is easy to estimate.



Identifying opportunities and creating a portfolio of strategically evaluated value propositions for the next 3 to 5 years



Value proposition, value creation, and value capturing - designing disruptive business models ready to be implemented



Creating tangible and viable prototypes and making the created business models future-proof and disrupting the current business model



Transforming validated prototypes into real-world solutions and launching minimal lovable products



Scaling the digital business models to create new revenue streams and to ensure success in the future