



CCA Global Partners
enriching the lives of entrepreneurs®

Flooring Meets the Future

Transforming the showroom shopping
experience with interactive technology



CASE STUDY



Watch the video on our website to learn more

LEARN MORE
about your product



About CCA Global

Industry: **Retail**

Location: **Nationwide (US)**

CCA Global Partners, Inc. is a privately held cooperative based in the United States with member businesses throughout the U.S. and Canada, and in Australia and New Zealand. Since 1984, CCA Global has partnered with entrepreneurial businesspeople to create a cooperative powerhouse unmatched in the marketplace organized around 13 different businesses – Carpet One Floor & Home®, ProSource®, Flooring America® and Flooring Canada®, The Floor Trader®, International Design Guild®, Lighting One®, savings4members™, The Bike Cooperative®, CCA Sports Retail Services™, CCA for Social Good™, Innovia Co-op™, Lionsbridge Contractor Group™, and NISI™.

40

Years in
Business

13

Affiliate
Companies

3,900

Member
Locations



Leveling the playing field for small businesses.

Objective

The convenience of online shopping has fundamentally changed buying behavior, yet shoppers still recognize the value they get when they can see and touch certain products in person. What if you could combine the benefits of both experiences to create a more personalized, reliable and easy shopping experience?

After an extensive consumer research campaign, CCA Global Partners discovered that the average flooring consumer found the overall process confusing and the number of options overwhelming. They wanted to turn the traditional shopping experience on its head and put the customers in control of their purchase journey.

As part of the organization's innovative Retail 2.0 initiative, CCA needed a partner who could leverage the latest technology to help transform their independent flooring stores into engaging retail environments that rivaled their competition. Supporting a large network of stores across the country, they needed someone with the right solutions and ability to deliver at scale. They turned to Diversified.



“We wanted to eliminate the disconnect between when the customer is first browsing the store website online and when they’re ready to speak to a sales professional in the showroom. We needed a partner who could help us create a digital experience that seamlessly bridged the two. Diversified is that partner.”

— **Andy Valeriani**, VP of Digital Marketing,
CCA Global Partners



Reimagining the floor buying experience.

Solution

Shopping for flooring for your home should be an enjoyable adventure, not a daunting chore. As part of CCA's consumer research, they found that most shoppers prefer to explore their options independently before speaking with a salesperson. This is where the technology at the core of their Retail 2.0 initiative comes into play.

CCA wanted to make the overall process more enjoyable with an interactive experience and augmented reality to modernize the shopping experience. When the customer was ready to engage with a sales professional, it was important that they felt well-informed and confident in their choices. To make sure the work the customer had already done to narrow their options wasn't in vain, the sales associates needed to be able to pick up right where the customers left off, without feeling like they were starting back at square one.

SHOP SMARTER, NOT HARDER

To help engage customers in the stores, CCA installed self-service kiosks where shoppers can interact with floor samples. These Product Experience Platforms (PXP) empower customers to browse and learn more about their favorite samples at their own pace, transforming the traditional shopping experience into a more dynamic and personalized journey.

By scanning the unique QR code on each sample, shoppers can immediately access detailed information to compare features, specifications and pricing. This innovative approach not only makes the process more convenient and informative but also helps shoppers to narrow down their selections with confidence. When they're ready to discuss their options with a sales representative, they have a clearer understanding of what they want for a more productive and focused sales discussion.

3,400+

Monitored
Devices

1,000+

Interactive
Kiosks

900+

Upgraded
Locations

SEAMLESS SHOPPING FROM SCREEN TO SHOWROOM

Once customers zero in on some options they'd like to explore further, a salesperson steps in to join them at the Customer Experience Platform (CXP). These mini collaboration stations let reps and customers dive into the details of their specific room and installation plans.

For those savvy shoppers who started browsing the flooring options on the store's website, this is where the magic happens. The in-store sales reps can instantly pull up the specific options the customer favorited online, seamlessly picking up right where they left off.

With cutting-edge room visualization capabilities and precise project calculations, these CXPs give a comprehensive view of the product, cost and how the new flooring will look in the customer's actual home. It's all about making the experience as smooth and satisfying as possible, from start to finish.

KEEPING A PULSE ON THE EXPERIENCE

Thousands of kiosks across multiple store locations nationwide means countless opportunities for malfunction but zero room for error. As part of Diversified's Pulse remote monitoring managed service, each device and endpoint are monitored remotely to ensure optimum performance at all times. If an issue is detected, it's quickly addressed remotely—often without any impact to the end user experience. When a more hands-on approach is required, an on-site technician is dispatched to get everything restored. By ensuring their technology is constantly working and up to date, CCA can minimize downtime and maximize client satisfaction and sales engagement.



“Working with Diversified has been refreshing. They’ve been very responsive in terms of customer service and to our needs—not only through the design, build and rollout of this program. They’ve been very responsive to the individual stores and quick to resolve any issues identified through the remote monitoring.”

— **Andy Valeriani**, VP of Digital Marketing,
CCA Global Partners



“Our members love the technology, and it’s become an integral part in how the sales teams interact with customers. It’s shortening the buying journey and opening the doors for us to introduce more digital tools that will continue to elevate and separate our stores from the rest of the pack.”

— **Theresa Fisher**, SVP Visual Merchandising,
CCA Global Partners

Impact

Rolled out across hundreds of stores nationwide, CCA Global Partners’ bold Retail 2.0 initiative is revolutionizing retail spaces for flooring customers and in-store sales teams alike. This cutting-edge approach puts the customer firmly in the driver’s seat, streamlining the selection process and enhancing customer engagement with interactive features like QR-coded samples and room visualizers. It’s not just about browsing; it’s about experiencing.

By streamlining the shopping process and enhancing the visual experience, CCA is making it easier for customers to visualize their flooring choices, leading to higher satisfaction and shorter sales cycles. Before this solution, CCA found that it took customers on average 90-120 days just to make a decision. At the same time, 40% of those customers would throw their hands up and walk away from the entire process all together because it was so confusing and overwhelming.

This strategic enhancement isn’t just a win for customers; it’s a game-changer for sales, driving impressive growth for member locations and setting a new gold standard for the flooring retail industry.

SOLUTIONS

Audio Visual
Digital Signage
Interactive Kiosks

SERVICES

Design
Integration Support
Assurance Support Services
Pulse Remote Monitoring

Contributions from Key Partners

intuiface

To bring CCA Global Partners' new shopping experience to life, they needed an interactive experience that would engage and excite customers. With rapid low/no code application delivery, easy QR code scanner integration, constraint-free UI design to match store branding, and full customization by showroom builders, Intuiface checked all the boxes. Intuiface's solutions offered flexibility to adapt to changing requirements, short delivery timelines, agile deployment and support for complex, conditional scenarios without coding. This enabled frequent experience updates, ensuring CCA's confidence in delivering an unparalleled floor-buying experience.

 | snap one™

Snap One's WattBox® technology powers interactive displays in 980 CCA Global Partners' showrooms, ensuring customers can seamlessly compare flooring options and visualize products. With WattBox, these displays are managed remotely, allowing for troubleshooting and rebooting from any location. Every WattBox IP product comes enabled with OvrC®, a professional-grade remote cloud management platform. Together, WattBox and OvrC allow integrators to monitor internet connections, schedule reboots, and receive real-time system notifications. This combination not only reduces service calls but also ensures consistent service levels, keeping end-customers' systems up and running.

SONY®

CCA Global Partners wanted to deliver crisp imagery and engage shoppers using their Customer Experience Platform (CXP). But the Sony Pro Brava displays brought more than just brilliant 4K resolution to the table. The Android 4K displays offer seamless transitions between AirPlay, Chromecast and digital signage. With the added versatility of a smooth integration with CCA's digital signage CMS, this made Sony Pro Bravia displays the ideal choice for showrooms nationwide.

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



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