

## Downstream Innovation Case Study for VRtuoso

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### Introduction

VRtuoso is a new and exciting virtual reality (VR) learning and training company. The aim of their product is to enhance corporate learning through the use of VR which has been shown to improve learner engagement and learning retention. They are already getting rapid adoption of their technology with a number of corporate customers such as BT, BP, EE and PwC. In fact the significant and rapidly growing adoption of their product was creating opportunities for new features and capabilities.

### The problem

Firstly they needed to create specific use cases with associated end customer & user benefits that the VRtuoso product would enable across a wide range of industry sectors. This would help the VRtuoso sales team to engage more effectively with potential corporate customers and explain how the product could make a significant difference to their business.

Secondly they needed to understand the customer experience that their “early adopter” customers were getting when using their product. This would help them rapidly iterate the VRtuoso product as well as providing an FAQ online support page to their customers.

Downstream Innovation (DI) were engaged to help with both these tasks. DI quickly got up to speed with the VRtuoso product and its capabilities and then through intensive research combined with creative thinking developed 26 realistic use cases across 13 industry sectors:

- Utilities & Infrastructure
- Engineering and Manufacturing
- Corporate Training & Employee Engagement
- Banking & Finance
- Supply Chain & Logistics
- On-line and High Street Retail
- Marketing & Sales
- Tourism & Hospitality
- Secondary Education and Distance Learning
- Commercial Property & Architecture
- Medical Science and Healthcare
- Emergency Services
- Military & Defence

In parallel DI engaged with the VRtuoso early adopter corporate customers to gather detailed feedback on the usage of the product. They produced a comprehensive FAQ list which is now being used to support all of their customers.

## **The Result**

VRtuoso were amazed by the quality and depth of the use cases DI generated for them and are now using them in their sales pitches to great effect generating new leads and helping customers relate the technology to their own business. The customer experience work has already resulted in VRtuoso rolling out new versions of its product to all of its customers.

### **Francesco Furnari (CEO VRtuoso)**

*“The use case work produced by Downstream Innovation was totally amazing and delivered in record time! I was really impressed with the range and depth of research that Matt had done ensuring the use cases were realistic and really showed the power and USP of our product”*

*“Downstream also did an incredible job speaking with our corporate customers, understanding their customer experience and then produced an effective FAQ.”*