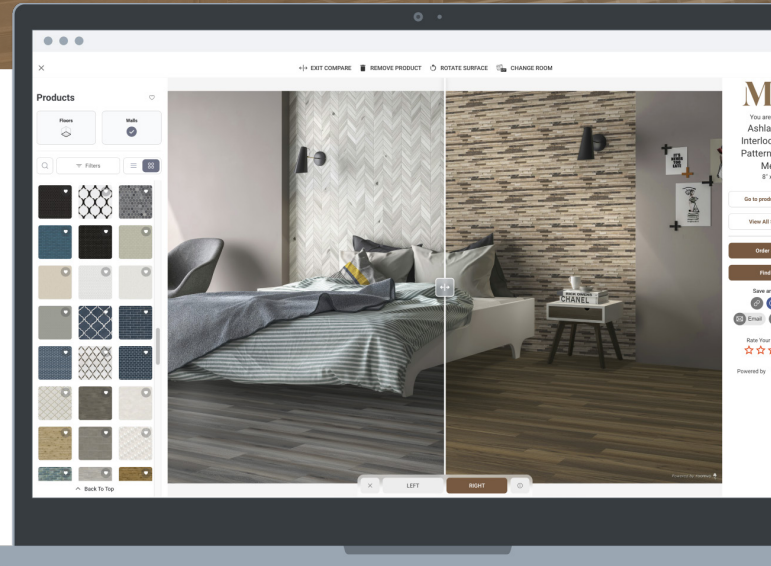


How Roomvo helped MSI revolutionize the customer experience with multi-surface visualization

The challenge

MSI wanted to boost product engagement, improve the customer experience, and accelerate conversion rates. The manufacturer sought to inspire more confident purchase decisions by showing customers how its products would look in the home, instantly. That brought MSI to Roomvo.



3.7M

Product views

290k

Website sessions

16.6

Average product views per session

(Results in 2023)

MSI

About MSI

MSI is a leading supplier of flooring, countertop, and wall tile products in North America. Headquartered in Orange, California, MSI maintains over 45 state-of-the-art showrooms and distribution centers across the United States and Canada.

Industry: Flooring, countertop, and wall tile manufacturer

Company size: Enterprise (3,000+ employees)

Headquarters: Orange, CA, United States

Founded: 1975

Annual revenue: \$2.8 billion

Roomvo products: Multi-surface visualizer, Roomvo PRO, Virtual Samples



Rup Shah
President, MSI

“Roomvo’s visualizer has changed how we think about merchandising. The multi-surface visualizer is a complete game changer, taking the interactive experience to the next level.”

The solution

In an effort to improve the buyer journey, MSI launched Roomvo across its website to showcase flooring products in 2018.

The following year, Roomvo added the ability to visualize non-flooring surfaces such as countertops, backsplashes and walls. MSI immediately added the new functionality to its website.

In 2020, Roomvo took the experience to the next level with multi-surface visualization. Shoppers were now able to upload an image of any room in their home and preview flooring coverings, countertops, wall treatments, and backsplashes in a single design experience.



The results

Roomvo has been instrumental in boosting product engagement and conversion rates for MSI.

“The response from customers has been phenomenal,” said Rup Shah, MSI president. “Our customers love the ability to provide the end consumer with instant gratification and increased confidence in their selections resulting in a much higher close rate.”

In 2023, customers viewed almost 4 million products in the visualizer in nearly 300,000 website sessions. Multi-surface visualization has encouraged shoppers to explore more MSI products, doubling product views and maximizing the potential for cross-selling.

“Roomvo’s visualizer has changed how we think about merchandising,” said Shah. “The multi-surface visualizer is a complete game changer, taking the interactive experience to the next level.”



roomvo

Roomvo creates the frictionless shopping experience that customers crave — online and in-store. Our state-of-the-art room visualization platform lets customers preview your products in their own homes, creating a highly immersive, realistic shopping experience that moves shoppers from inspiration to purchase, quickly.