ELEARNINGNEWS ARTICLE

Year 4 - number 98 Wednesday 05 february 2020

Virtual reality: how companies use it

The use of virtual reality between companies is increasingly frequent. Let's find out the main application scenarios: from corporate training to recruiting, from sales to customer experience.

What is virtual reality

Virtual reality (VR) is a simulated reality, a computer-built environment that can be explored and with which it is possible to interact using special devices - visors, gloves, earphones - that project the wearer into a scenario so realistic that it seems real. Virtual reality therefore allows the user to live adventures and experiences in first person, breaking down geographical barriers and simulating any setting.

Virtual reality: application scenarios for companies

In recent decades, our lives have become increasingly digitized thanks to the increased availability of the Internet and mobile devices. In this scenario, new technologies such as virtual reality (VR), augmented reality (AR), artificial intelligence (AI) and so on, are destined to further disrupt our lives. And, in fact, they are already doing it in many ways, not only in the world of entertainment and leisure, but also (and more and more frequently) in that of business.

Thinking only of virtual reality, there are several ways in which companies are already exploiting its potential **to improve business operations and customer satisfaction**. Let's see them in more detail.

1. Virtual reality and selection processes

Virtual reality is used by some companies **to perfect the selection processes**. For example, to reproduce certain work contexts or specific situations in a very realistic way and monitor the candidates' performance in managing the problems proposed virtually.
This can help companies probe whether a candidate is suitable for a position with a peculiarity that other don't possess.

2. Virtual reality and corporate training

Corporate training is surely one of the sectors where virtual reality is widely used. Instruction manuals, role-playing games and classroom sessions, however effective they will never be able to reproduce real and involving environments that only virtual reality is able to create.
Virtual reality therefore allows employees to experience difficult or even impossible situations to replicate. For example, it is extremely useful in training surgeons, astronauts and engineers.

3. Virtual reality and Customer experience

Virtual reality is also extremely useful in order to revolutionize the **customer experience**, both online and in stores, strengthening the relationship between retailers and consumers. For example, it can be used to improve the shopping experience within the store, or to offer something more to the online experience.
Another great application of virtual reality is **product demonstration**, especially in the case of products that cannot be tested anywhere or that involve an important investment by consumers, such as in the automotive or real estate sector.
Virtual reality can thus be used to market and **test products on customers** before they even go into production, without having to invest in a physical prototype.

Article taken from Newsaffinity