

Leekes invites customers inside its new store with Google Maps Business View



About Leekes

Leekes is an independent, family-owned home furnishings retailer. It operates five stores throughout the UK.

- www.leekes.co.uk
- [View Tour and Map Here](#)

Challenge

Leekes, a midsized home furnishings retailer in the UK, was in expansion mode.

To help promote the opening of a new Leekes store in Coventry, its digital marketing team wanted to engage customers with an interactive virtual experience of the store's interior. However, the new store had over 45 departments across two floors and 185,000 sq ft, so Leekes needed a well-organized and easy-to-navigate solution.

Solution

After considering several options, Leekes ultimately chose Google Maps Business View to execute its vision. Business View, which stitches together high-resolution photos into a 360-degree interactive virtual tour, offered the best choice in terms of simplicity, quick turnaround, and prominent visibility across Google.

Leekes hired a local Google Trusted Photographer to shoot and upload the virtual tour to Google. The photo shoot took just a few hours, and the Business View was published on Google less than a week afterward. The virtual tour now appears across Google – in Search, Maps and the Leekes Google+ Local page. Customers can navigate and explore the entire store, whether they're on their desktops, tablets or smartphones.

"We looked at several other proprietary 360-degree tour solutions.... They were either clunky, the technology was old, or they weren't cross-browser compliant. None of them stood out as elegantly and robustly as Google Maps Business View."

—Geraint Martin, head of e-commerce, Leekes



Business View in the Leekes Coventry store.

360 Tour—How to use

Floor Plan



Click to use the department map

To rotate the camera



Use the wheel in the panel at the top left corner



Or use the left and right arrows on your keyboard

To move in-store



Use the wheel in the panel at the top left corner



Click to select floor

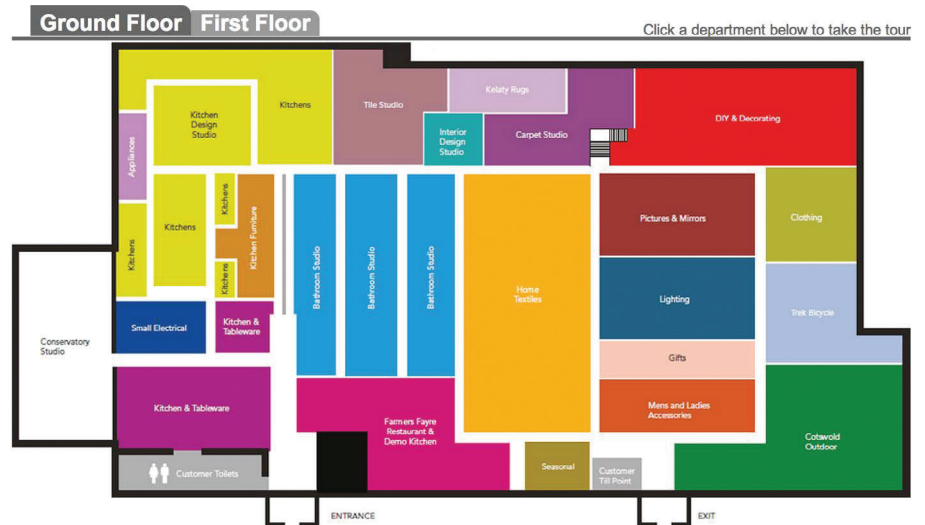


Click and drag with your mouse



Or use the up and down arrows on your keyboard

Since the Business View launch, more than 20,000 visitors to the Leekes website have viewed the tour, with five times higher engagement than any other page on the site. The tour has also helped to increase foot traffic to the store, with a 20% increase over the prior year.



Leekes' floor plan overlay, showing the store by department.

Results

Leekes embedded the virtual tour on its website and used the Google Maps API to create a custom graphic overlay leading into the virtual tour. Customers can click on a department to start the Business View experience from anywhere in the store.

Geraint Martin states, "Business View has attracted over 20,000 visits since the launch on our site, and average time on the Business View page is five times higher than for any other page on the website. The purpose of our page is to drive in-store footfall rather than online sales, and our Coventry store footfall is up by 20% year on year. We are expecting to relocate our store in Llantrisant, South Wales to a brand-new unit in the Talbot Green redevelopment. Having had such positive feedback from our customers in Coventry, we will definitely use Google Maps Business View for our new Talbot Green store once that project is complete."

How to get started

Find a Google Trusted Photographer or Trusted Agency on the Google Maps Business View website at maps.google.com/businessview and set up a photo shoot.

