

Case Study

Best Buy/Geek Squad VR Training

VR Technical Training Project Overview

Another Reality Studio partnered with Best Buy and Geek Squad to create a VR Training experience. Best Buy wanted a more immersive training experience to make their technical product installations more professional. The application includes installation training for Nest, a quiz for other services to recommend, and interactable objects.

Key Virtual Reality Features

- Geek Squad members able to complete a house call in virtual reality
- Virtually install equipment
- Familiarize tech team with industry related tools
- Teaches Geek Squad members how to practice upselling in a virtual environment
- Hands on practice with virtual technical equipment
- VR training video
- Quiz feature
- Selectable equipment for specific equipment training
- Learn proper installation and customer service standards



Challenges and Core Considerations

- The client asked ARS to develop a virtual reality application so team members can practice making installation house calls
- The current training experience was time consuming and costly for the client
- App required sound occlusion

Impact: The ARS Solution

- ARS created a custom VR experience that allows Geek Squad members to complete a service call from start to finish
- VR experience included a Nest thermostat installation
- Training included to practice upselling a wifi router
- Significant reduction in training time and training cost. Frees up staff members from having to participate in training sessions

