



INTERACTIVE 3D CONTENT AT TELEKOM MACEDONIA

Telekom Macedonia's Digital Leap: Enhancing E-commerce with 3D

In a region where trust in e-commerce is scarce, Telekom Macedonia has taken a leap forward. By presenting their products in photorealistic 3D online, Telekom managed to bridge the gap between the store and the screen.

The Power of 3D in Enhancing Consumer Confidence

Benjamin, E-Commerce Specialist at Telekom MK, explains that in Macedonia, if shoppers don't feel a device in their hands, they don't feel safe buying it. During the pandemic, the shift to online shopping became less optional, and 3D visualization was the next best thing for raising buyer confidence.

Side-by-Side Comparison: The Crucial Feature

This 3D experience offers the ability to compare two phones or tablets side by side, completely virtually—a new use-case on Telekom's website. In COVID times, this wasn't only innovative but also essential, because it mirrored the in-store experience that customers missed.

This way, Telekom's website visitors could compare phones and tablets—their size, material, cameras, and port placement.

As a result, buyers felt significantly more confident with their purchase. After a while, 3D product comparison was no longer a temporary fix for the lack of in-person shopping; it became a staple in Telekom customers' online shopping journey.

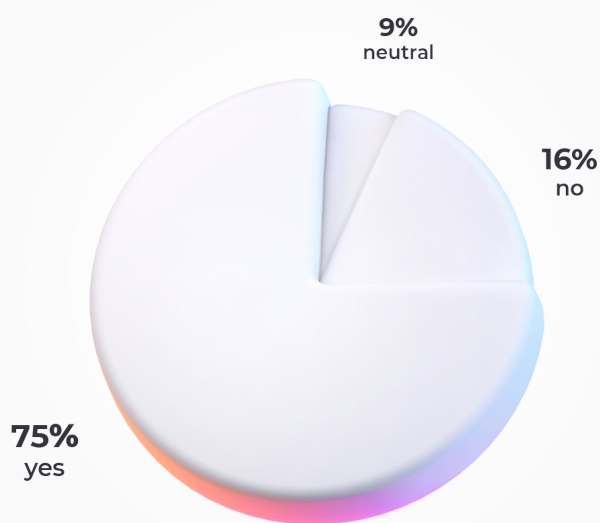
The Data Shows: 3D Shapes Consumer Choices

To test the effect of 3D on their website visitors, Telekom conducted an extensive survey. To their satisfaction, it revealed that an impressive 75% of visitors were happy with the 3D comparison experience, relying on it to shop for phones.

This was a true testament to the success of 3D and to increasing confidence in online shopping—"a significant feat in the Balkans, where trust in e-commerce is especially low", Benjamin says. He also adds, "by providing realistic product presentation, Telekom instilled trust between them and their visitors."



Did this tool help you choose a device in an online environment?



Reflecting the Voice of the Customer

The 3D comparison experience was an indicator of transparency, offering reassurance that customers could rely on. Pioneering the use of 3D product presentation in the Balkans, Telekom MK didn't just adapt to change; they paved the path towards more trust in e-commerce. When buyer confidence increased, Benjamin explained, the rate of product returns dropped, thus saving the costs associated with product returns—a significant benefit in e-commerce.



Benjamin Ibraimi

E-commerce Specialist

Telekom MK

"The addition of 3D content has made a big difference in how our users engage with our products. It's more interactive and memorable, creating a dynamic experience for our audience. With professionals at Binkies everything is possible".