

Leading Latin American Home Improvement Retailer Simplifies Kitchen Remodeling Process with 3D Cloud



4k kitchen render from the retailer's 3D Cloud Kitchen Planner

Background

A top home improvement retailer in Latin America set out to make the kitchen buying journey more visual, intuitive, and accessible. With the mission of making dream kitchens accessible to more consumers, the retailer needed a better way to help customers turn ideas into action — while improving internal efficiency and supporting business growth.

In June 2024, the company launched the 3D Cloud Kitchen Planner, a powerful digital tool that empowers customers to design and visualize their ideal kitchen spaces. Since launch, the platform has delivered measurable results at scale, helping both customers and sales teams move faster while making confident, informed decisions.

Company Fast Facts

- *Furniture & kitchen retailer*
- *Based in Latin America*
- *500+ employees*
- *40+ stores*
- *Strong online presence*

High-Volume Kitchen Sales Powered by 3D Cloud Kitchen Planner

Usage since launch (June 2024)

14,761 New Projects

108,978 High-Definition Renders

22,060 Sessions

41% Average Bill of Materials (BOM) View Rate

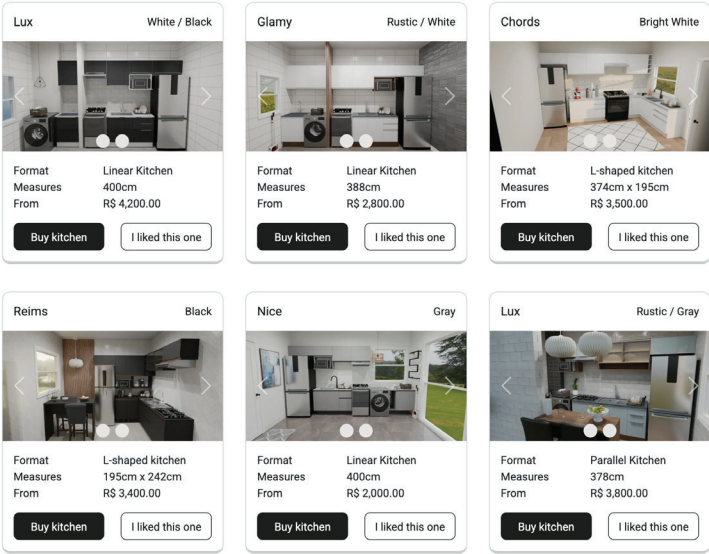
57% Average Save Rate

These results reflect strong user engagement, increased purchase intent, and a growing contribution to overall sales performance.

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“ The high-definition rendering is what we love most – it never fails to impress. ”

Director of E-Commerce



View of the project library of pre-designed kitchens in 3D Cloud



Viewing the cart and checking out with the 3D Cloud Kitchen Planner

Reflecting Core Values

The company’s five guiding values — Passion, Trust, Sustainability, Simplicity, and Collaboration — play a central role in every decision. The 3D Cloud Kitchen Planner aligns with these principles through a visually compelling experience, reliable performance, streamlined workflows, and a commitment to the partnership.

The Challenge: A Need for Speed, Support, and Scalability

The company was stuck with a kitchen planning tool developed back in the 1980s. There were always technical issues, the kitchen planning tool company wasn't responsive to feedback, and they were stuck in the 80s -- slow to innovate and unable to take advantage of emerging customer behaviors and technologies. These challenges slowed operations, frustrated users, and made it difficult to scale.

With more customers expecting digital-first planning options, the business knew it needed to invest in an enterprise-ready solution that was more nimble and faster to learn, could support growth, reduce friction, and provide realistic visuals that made the kitchen buying journey more tangible and emotional.



4k kitchen render from the retailer's 3D Cloud Room Planner

The Solution: High-Impact Visualization that Converts

The launch of the 3D Cloud Kitchen Planner provided a complete shift in customer experience. The cloud-based platform allowed users to quickly transform ideas into real, visual projects using high-definition rendering that impressed customers and built confidence.

Sales teams also benefited, using the tool to speed up project creation and move customers more efficiently from planning to purchase.

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“ The 3D Cloud Kitchen Planner simplifies the buying journey by turning ideas into something tangible. It makes the dream of a new kitchen feel real and achievable. ”

Director of E-Commerce

Why 3D Cloud Kitchen Planner worked

Unlike the previous platform, 3D Cloud delivered reliable performance, continuous product updates, and a partner-driven experience. The result? Higher conversions, improved team productivity, and strong alignment with the retailer's growth strategy.

About 3D Cloud

3D Cloud is the enterprise platform for 3D product visualization and configuration. From kitchen and bath to furniture and home improvement, 3D Cloud helps leading retailers streamline the buying journey, boost conversion, and deliver immersive experiences that scale.

Ready to See What's Possible?

Improve the kitchen design customer experience and sell more projects with the 3D Cloud Kitchen Planner.

Request a demo today at 3Dcloud.com.

3D Cloud clients include

