

The Home Depot helps customers find their way around with indoor Google Maps



About Home Depot

The Home Depot was founded in 1978 in Atlanta, Georgia. Since then, the home improvement retailer has become a \$70 billion dollar operation with just under 2,000 stores in the US.

The Home Depot's aim is to supply all of the home improvement needs for contractors, do-it-yourselfers (DIY'ers), and do-it-for-me (DIFM'ers). The Home Depot is a traditional big-box store that is typically a single-level standalone building averaging 130,000-150,000 sq ft per store.

- www.homedepot.com

Challenge

The Home Depot stores are large. They carry a broad inventory and, as such, are regarded as working warehouses. To remain the leading home improvement retailer, The Home Depot must not only meet the inventory needs of their customers, but they must also create a more effortless shopping experience. On this front, The Home Depot must constantly work to keep an edge over their competition.

We want to make it as easy as possible for customers to navigate our stores and we want to ensure that customers have the option to use their mobile devices to help navigate..

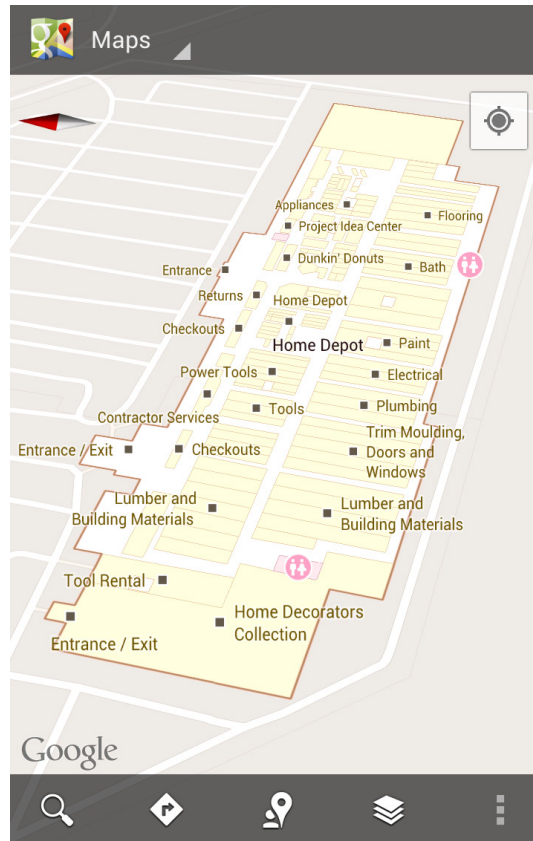
- Dave Abbott, senior director of online marketing, The Home Depot

The Home Depot is committed to offering customers a level of service beyond what is expected. To do this, they must anticipate customers' needs and forecast how excellent customer service will be defined in the future.



"If someone wants a self-service approach through interaction with their mobile device, we want to be able to support that preference."

-Dave Abbott, senior director of online marketing, The Home Depot



Solution

The Home Depot decided to partner with Google Maps to provide an added layer of customer service. Google Maps for Android has produced indoor maps that include walking directions as an added tool to help customers navigate the Store.

“Offering Google Maps on mobile gives the customer a self-service approach if they so choose.”

- Dave Abbott, senior director of online marketing, The Home Depot

Google Maps for Android users can zoom in to see a labeled floor plan that denotes different departments. For a more complete indoor Google Maps experience, customers can also opt in to the My Location feature and turn on the “blue dot” icon to help find their accurate location within the store. Indoor walking directions are also available to help customers navigate the Store turn-by-turn.

Abbott states that an added benefit to making indoor maps for The Home Depot available on Android devices is that, “Google Maps is a prominent product ...[with] a critical mass of built in usage. [The Home Depot] wouldn't have to build something from the ground up in terms of usage.”

