

Immersive & Spatial CX: Beyond the Screen

FORTIS & PEAK PERSPECTIVES | APPLIED FORESIGHT

Immersive & Spatial CX represents the definitive shift from "interacting with a brand" to "inhabiting a brand's ecosystem." As spatial computing hardware – including the Apple Vision Pro 2, Meta Quest Pro 3, and lightweight AR glasses from Google and Xreal – reaches mass-market density, the screen is no longer a destination. It is a relic.

For Fortis & Peak, this is the "Peak" of Digital Transformation. It demands moving beyond 2D web design and into **3D Experience Architecture** – a new discipline that redefines how customers, workers, and partners engage with brands, products, and each other across physical and digital space.

The Death of the "Flat" Interface: Spatial Commerce

TREND 1

In 2026, "shopping" has moved from a grid of thumbnails to a **Volumetric Experience**. When a customer looks at a product — whether a piece of industrial machinery for a B2B client or a luxury watch for a consumer — they don't see a photo. They see a High-Fidelity Digital Twin projected into their physical room via AR.

Physics-Based Interaction

This isn't just a 3D model — it has weight, texture, and function. A customer can "open" the digital twin of a manufacturing turbine to inspect internal cooling sensors, or "wear" a virtual garment that simulates how fabric moves against their actual body data.

The Spatial Concierge

When a customer is confused, a "Spatial Concierge" — AI or human — appears as a life-sized avatar in their room to walk them through features, pointing at specific components in the shared 3D space in real time.

"Over-the-Shoulder" Remote Assistance

TREND 2

This is the most aggressive driver of Service Transformation in 2026. It eliminates the "**Description Gap**" — the chronic failure point where customers struggle to explain a physical problem to a remote agent who cannot see what they see.

The MR Handshake

When a piece of equipment fails, the user puts on their AR headset. The remote technician sees exactly what the user sees — the same physical environment, the same failing component, in real time.

Spatial Annotation

The technician doesn't just give verbal instructions — they draw 3D "ghost" annotations directly onto the user's field of vision. "Turn this specific bolt 90 degrees," they say, while a glowing 3D arrow appears over the actual physical bolt in the user's space.

The Fortis Value

This approach reduces **Mean Time to Repair (MTTR) by up to 60%**, eliminating the need for expensive on-site technician visits for **80% of routine hardware issues**.

Contextual Wayfinding: The World as a UI

TREND 3

For retail and industrial environments, the physical world has become an interactive layer – **Ecosystem Orchestration at the street level**. Using VPS (Visual Positioning Systems), brands can "anchor" digital information to physical locations with persistent spatial anchors.



Retail Application

A customer walking into a flagship store sees personalized "floating" offers, reviews, and "circularity scores" hovering over products – all tailored to their specific loyalty profile in real time.



Industrial Application

In a warehouse, a worker's headset highlights the exact bin to pick from and projects a "green path" on the floor to the most efficient next destination – reducing cognitive load and error rates to near zero.

The "Social Spatial" Layer: Shared Immersive Experiences

TREND 4

CX in 2026 is no longer a solitary act. Spatial computing enables **Co-Presence** – the ability for multiple people across geographies to share a single, high-fidelity virtual environment as if they were physically together.



Collaborative Design

A Fortis & Peak investment client in London and a consulting partner in New York can meet inside a **Virtual War Room** – not a Zoom screen, but a shared 3D holographic model of a new factory layout where they move walls and machines with their hands in real time.



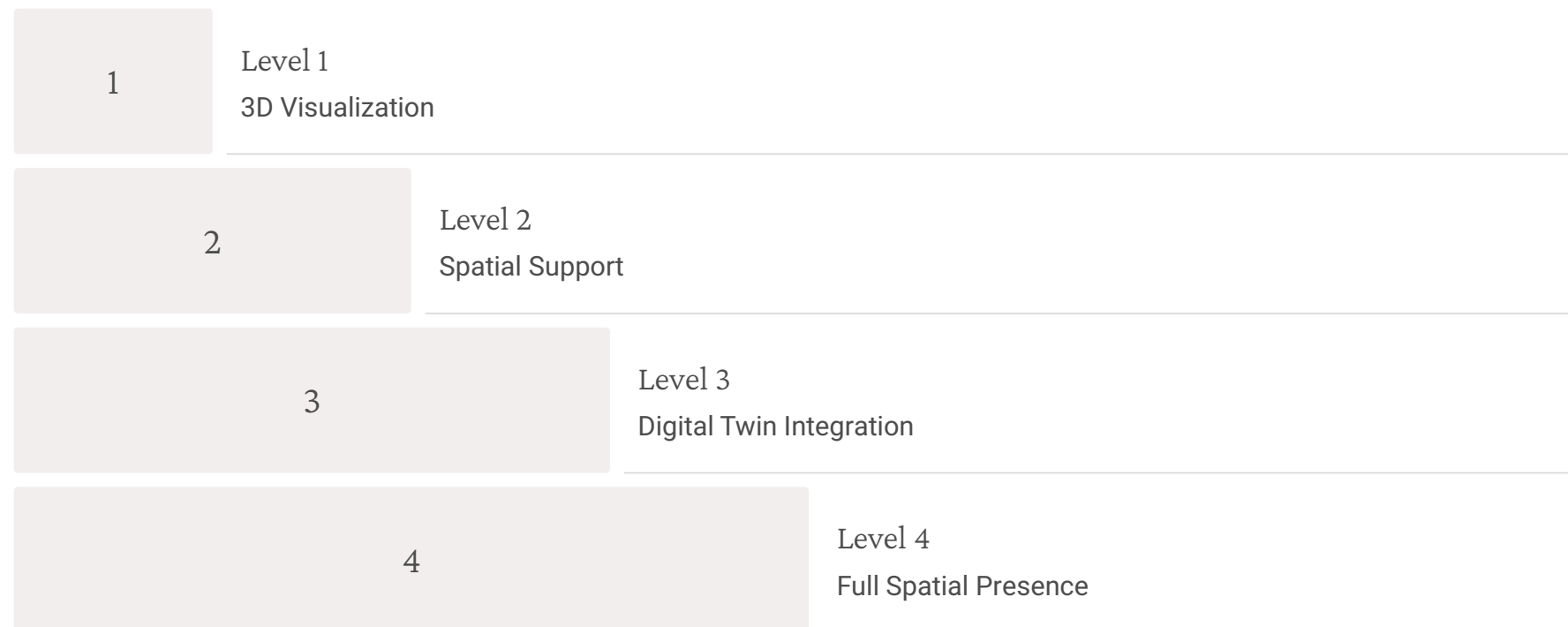
Community Immersion

Brands are hosting "**Spatial Product Launches**" where 10,000 fans join as avatars, interacting with the product and each other in a bespoke, high-fidelity environment that feels as real as a physical event – but with infinite scale.

The Fortis & Peak "Spatial Maturity" Assessment

Organizations do not leap to full spatial presence overnight. The Spatial Maturity framework maps four progressive capability levels, each delivering distinct strategic benefits – from early-stage conversion gains to total brand immersion and long-term loyalty equity.

Level	Capability	Strategic Benefit
Level 1: 3D Visualization	AR "View in Room" for products	Sales: Increases conversion by 25–40%
Level 2: Spatial Support	Remote "Over-the-Shoulder" AR help	Ops: Drastically reduces field service costs
Level 3: Digital Twin Integration	Live IoT data synced to a 3D model	Risk: Predictive failure detection in real time
Level 4: Full Spatial Presence	Persistent, shared virtual environments	Equity: Total brand immersion and loyalty



Strategic Recommendation: 3D Data Readiness

The barrier to entry for Spatial CX is no longer the hardware — it is **3D Data Readiness**. Most companies have "flat" data: product catalogs built for 2D screens, support documentation written for text interfaces, and operational systems with no spatial layer. This is the critical gap to close.

📄 **The Fortis & Peak Imperative:** Before investing in headsets or spatial platforms, organizations must audit and transform their underlying data architecture. Spatial experiences are only as rich as the 3D assets, IoT feeds, and contextual data that power them.

Fortis & Peak Perspectives represent our forward-looking point of view on the forces shaping industries, business models, and competitive advantage. Drawing on deep strategic insight and cross-sector experience, these perspectives go beyond observation to frame what matters most — and what comes next. They are designed to help executives interpret disruption, anticipate shifts, and make informed decisions with clarity and confidence in an increasingly complex business environment.

Connect with Fortis & Peak

Ready to assess your organization's Spatial Maturity and build a roadmap toward 3D Experience Architecture? Our Applied Foresight practice works with executives across sectors to translate emerging technology signals into concrete, high-confidence strategic decisions.



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Applied Foresight

Forward-looking perspectives on disruption, strategy, and competitive advantage