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# Virtual Reality as an Innovative and Effective Communication Device for Companies

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**Abstract:**

The article provides an overview of the techniques and uses of virtual reality in corporate communication. It also addresses the models and tools used to create a virtual environment, which can be defined as the description of the world in which the company's virtual communication operates.

The article concludes by presenting the fields of application of virtual reality that every company should be aware of.

**Keywords**: Virtual Reality, Com'VR, Communication, Companies.

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## 1. INTRODUCTION

Corporate communication has become a fundamental pillar for the success of organizations in today's competitive business environment, as it directly contributes to building the organization's image and strengthening its relationships with customers, employees, and other stakeholders. With continuous technological advancements, new tools have emerged that transform traditional communication methods, including virtual reality (VR), which provides immersive and interactive environments that allow users to fully engage in the presented experience. This technology enables organizations to deliver their messages in innovative ways, whether through interactive product demonstrations, virtual tours of offices and factories, or employee training programs, thereby enhancing communication effectiveness, improving customer experience, and boosting organizational performance (Cornelissen, J. ,2017).

### Problem Statement

Despite the growing interest in virtual reality technologies, questions remain about the extent to which this technology can improve corporate communication performance and deliver real value to users. How can virtual reality be effectively integrated into corporate communication strategies?

**This study aims to answer the following questions :**

- How do companies utilize virtual reality as a communication tool?
- What are the perceived benefits and challenges of implementing VR in corporate communication strategies?
- To what extent does VR enhance customer experience, brand perception, and organizational?

## 2. What is virtual reality VR and augmented reality AR

Virtual reality, abbreviated as VR, and augmented reality, AR, are two related technologies that represent one of the pillars of the future of computing. Their ambition is to replace traditional user interfaces based on flat screens. Their main characteristic is immersion, either by placing the user inside a virtual environment in the case of VR, or by making virtual elements appear within the user's real environment in the case of AR. Factory digitization is one example of this application. (usine-digitale, 2022).

Virtual reality is an immersive technology that consists of placing an individual at the center of an interactive simulation. Its aim is to enable the user to perceive a virtual environment in a realistic manner and to interact with this world in an intuitive and natural way. Although the term encompasses all computer technologies designed to immerse a person in a universe entirely created by software, the most well known device remains the virtual reality headset.

Vision is the most stimulated sense, but touch, hearing, and even smell can also be engaged. Virtual reality therefore allows an

individual to experience sensorimotor immersion in an artificial world. It differs from augmented reality, which relies on a real environment enhanced by the addition of virtual elements (Sherman, W. R.,2028).

## 2. A clear future for virtual reality

In constant evolution, the virtual reality market is still in its early stages and has many promising years ahead. Even though innovations are emerging all over the world in this field, some countries are leading the way, such as China, which in 2020 alone spent nearly six billion dollars on developing this technology. The United States and Western Europe rank second and third respectively. (Thouvenim, 2019).

Today, virtual reality attracts technology enthusiasts more than the general public due to the often high cost of VR systems. Nevertheless, as companies gradually take ownership of this technology, new needs are emerging and its use is becoming more widespread. According to the consulting firm IDC (International Data Corporation), around 20 percent of virtual reality headsets currently sold on the market are intended for professional and corporate use, a figure that could reach 45 percent by 2025. Among the areas for improvement, usage comes first. Experts notably recommend that headsets become more comfortable, lighter, and offer a wider field of view. Another challenge facing virtual reality concerns processor performance (Riboulot, 2022).

## 3. The advantages and disadvantages of virtual reality

Virtual reality is a VR technology based on the idea of immersing the user in an artificially created reality rather than a natural one. Virtual reality has now become a reality in practice, but it presents both advantages and disadvantages. Below are some major advantages and disadvantages (Dubois, 2022) :

### 3.2 Advantages :

#### 3.2.1 Better than reality

The visuals experienced in virtual reality are often perceived as better than reality. Virtual reality technology is widely used in video games, giving the user the feeling of being in another world. In VR video games using controllers, vibrations and other sensations are transmitted. The use of sound and graphics has been integrated into VR, providing users with a rich gaming experience. Users can also have realistic gaming experiences, such as fighting zombies.

#### 3.2.2 Used in different fields

Virtual reality is used in various fields due to its extensive capabilities. It is applied in the military, education, and many other sectors. It adds new dimensions to these fields. Virtual reality is also used in aviation and architecture to visualize the final product.

#### 3.2.3 Users experience remarkable sensations

Users have powerful experiences when using virtual reality. They feel as if they are experiencing real places, hearing real sounds, and

seeing real things. Many users increasingly enjoy using virtual reality technology. It is highly valued by people with disabilities, as it allows them to explore the real world. Films produced for VR enable audiences to see everything around them in each scene, creating an interactive viewing experience.

### 3.2.4 Provides detailed views

Virtual reality offers complete and detailed views of places. For example, it makes tourism sites easier and more interesting to explore. It provides a detailed view of the location one wishes to visit. Users can plan their trips by seeing real locations. They can also identify important landmarks and places they are interested in visiting.

### 3.2.5 Connects people

Virtual reality provides opportunities to communicate with people one may not know in real life. It helps build new relationships more effectively compared to real life. Users learn about different types of people and connect with them.

### 3.2.6 Effective communication

One of the main advantages of virtual reality is effective communication. Users can communicate with each other and benefit from their interactions. It offers a new way of communicating with others.

## 3.3 Disadvantages

### 3.3.1 High cost

One of the main disadvantages of virtual reality is its high cost. VR systems are not affordable for everyone. Those who cannot purchase them are unable to access this technology.

### 3.3.2 Communication should not replace real social interaction

Another disadvantage of virtual reality is that communication through this technology should not replace real human interaction. In addition, dishonesty may occur more easily in virtual environments.

### 3.3.3 Feeling of uselessness

Virtual reality users may frequently experience a feeling of uselessness. They may feel disconnected from the real world, which can sometimes be dangerous.

### 3.3.4 Users become addicted to the virtual world

Users can become addicted to the virtual world and spend excessive time in non real environments. This dependence can cause various health problems.

### 3.3.5 Technology is still experimental

Although virtual reality is used in several fields, it is still experimental. It has not yet been fully accepted or completely developed. Virtual reality still has many disadvantages, which explains why it is not yet fully adopted.

### 3.3.6 Training in a VR environment is not real

Another disadvantage of virtual reality is that a person trained in

a VR environment may perform well there but not necessarily in the real world. As a result, it does not always produce the same outcomes in real life as in a virtual reality environment.

## 4. Virtual reality: what uses in companies

When applied to the corporate field, virtual reality has much to offer. Many organizations rely on this technology to train their employees and to simulate certain actions that could occur in the real world. Several companies have already experimented with it, starting with Orange, which implemented public speaking training using an immersive headset. Bouygues Construction has also taken action by raising workers' awareness of construction site risks through virtual reality. Fully immersed in a realistic environment, employees better understand the challenges involved, which indirectly influences their level of motivation, performance, and results (Carvalho, S. A.,et al., 2025).

### 4.1 A new means of corporate communication

Virtual reality is no longer limited to entertainment or animation. It has become a growing communication tool that deserves greater consideration by companies.

An organization seeking to maintain or improve its image, communication, and visibility, increase its sales, or even reduce its costs can now find in virtual reality an essential tool. Ultimately, this technological advancement is now establishing itself as a new channel

for information transmission (Grudzewski, F.,et al., 2018).

### 4.2 VR becomes a marketing tool in corporate communication

This technology has also proven its effectiveness in the marketing sector. Indeed, one of the most effective ways to promote a product is still to allow consumers to experience it in real time. The storytelling and immersion offered by virtual reality create an infinite range of possibilities. For example, in real estate as well as in the industrial sector, locations can be visited remotely through virtual tour tools.

A PwC report from 2019 predicts that nearly 23.5 million employees worldwide will use virtual and augmented reality by 2030 to receive training, interact with their colleagues, or provide better customer service (WC ,2020).

### 4.3 VR in Marketing

Many people may assume that virtual reality is reserved for gamers, as in the case of Pokémon Go. However, this is not the case. In 2016, Oreo launched an engaging VR marketing campaign that transported viewers into a magical world of milk rivers and filled mini-cookie-flavored Oreo biscuits, the brand's latest creation ( Takle, S.,2017)

The campaign offered a 360-degree experience of a life-sized Oreo cookie portal, which viewers could explore using a Google Cardboard headset. This marked Oreo's first foray into virtual reality.

By the end of 2017, awareness of VR devices had risen to 51%, with a range of brands, including Facebook and the Great Bear Rainforest,

deploying the technology in their marketing strategies to increase engagement rates (Blend Media. n.d.).

**Additional Examples**

- **Virtual tours and real-time product demonstrations**

One of the most effective ways to convince a customer to purchase a product is to allow them to experience it in real time to see how it looks and functions. From manufacturing and packaging to interior design, companies can use virtual reality to provide consumers with a product demonstration, helping them better understand what goes into its creation (Raza, A.,2024).

- **Lowe's Home Improvement Store**

A notable example is Lowe's Home Improvement Store, which implements a virtual reality experience for customers who want to visualize how their home would look after renovations of décor and furniture. Using Lowe's Holoroom, their visualization tool, customers can select interior decoration items, countertops, appliances, cabinets, and room layouts to see the final result.

- **IKEA**

Similarly, IKEA provides its customers with a virtual reality application that allows them to place store furniture in various locations within their homes to determine whether it looks suitable. This offers a fully immersive experience, enabling customers to imagine and plan the room of their dreams. Additionally, customers

can experiment with different fabrics, change wall colors, and even adjust the time of day to see how their home design will appear under different lighting conditions (Ozturkcan, S. ,2021).

## 5. Advantages of Com'VR (Corporate Communication through Virtual Reality)

Virtual reality allows users to experience unprecedented adventures and discover new worlds. Moreover, the user's central role within the experience is highly valuable for brands. Indeed, the customer is immersed in a narrative that unfolds with and because of them. Finally, recall, attention, and identification rates can reach up to 90%(Jung, T., 2020).

By connecting information and material reality, mixed reality can make the invisible visible in situ, allowing visitors to experience the space. The stimulus-organism-response (S-O-R) model, which asserts that a stimulus (S) may influence an organism (O) that in turn influences behavior (R), was one of the first models developed to investigate the influence of atmosphere on customer behaviors; this approach continues to be used widely today in immersive technology research (BAE, S. 2020).

### Some advantages

### 5.1 Thoughtful storytelling

Storytelling refers to the practice of narrating a story for advertising or institutional communication purposes. Today, it plays a crucial role in corporate communication, contributing to brand image and


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positioning.

With storytelling in virtual reality, companies present their product, brand, or enterprise in a narrative that incorporates marketing arguments to capture attention and evoke emotion.

Using VR storytelling, you can (Javornik, A. ,2016):

- Give your brand a distinctive personality
- Highlight your history, expertise, and values
- Inspire imagination
- Capture attention
- Increase prospect engagement

### 5.2 Virtual company tours to boost visibility

Customer experience is now at the heart of marketing strategies and is a key factor in converting prospects. Sharing a 3D virtual tour of your company on your website, social media platforms, and Google Street View allows companies to enhance visibility, engage audiences, and strengthen their brand presence (Pizzi, G., et al. ,2020).

## 6. Virtual Reality Use Cases Every Company Should Know

The augmented reality application used GPS data to overlay pocket monsters onto the user's environment in real time, effectively turning smartphones into real Pokémon detectors. By 2019, the application had been downloaded over one billion times, three years after its launch.

Now, imagine if you could capture these monsters through a wearable device positioned over your eyes while sitting comfortably in your living room, instead of viewing them through a smartphone held at arm's length outdoors.

These monsters would still be part of your perception of reality, but you would be fully immersed in the environment. This is virtual reality in practice (Althoff, T.,2016).

## 7. CONCLUSION

This study reached the following findings:

- Virtual reality is establishing itself as a new and effective means of communication for companies.
- Organizations that integrate virtual reality into their communication strategies achieve measurable improvements in both communication outcomes and business performance.
- Virtual reality is becoming a marketing tool capable of creating a new form of communication through emotion, experience, exclusivity, and engagement for participants.
- The results indicate a positive relationship between virtual reality experiences and purchasing behavior.
- The results demonstrate that immersive experiences foster stronger emotional relationships between customers and companies.

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