

Leekes offers customers an in depth look at their department store with Google Business Photos



About Leekes

Leekes is an independent, family-owned business that has been around for 115 years. They operate 5 department stores throughout the UK, offering quality home furnishings.

- www.leekes.co.uk
- [View Tour and Map Here](#)

Challenge

Leekes is an established department store and brand that is trying to become a household name in a new area to which it has recently expanded.

In an effort to draw attention to their brand and new store in Coventry, UK, Leekes decided that they would develop a virtual 360-degree, panoramic view of their business interior. However, because there are over 45 departments spread across 2 floors within 185,000 sq ft, Leekes needed to produce a virtual tour that was organized and easy to use in order to be effective.

Solution

After weighing several options, Leekes chose Google Business Photos to properly execute their vision. Leekes felt that Google Business Photos, which stitches together HDR panoramic images into a Google Maps Street View-style virtual tour, was the best option on the market.

"We looked at several other proprietary 360-degree tour solutions...They were either clunky, the technology was a little bit old, or they weren't cross-browser compliant. None of them stood out as elegantly and robustly as Google Business Photos."
 - Geraint Martin, head of e-commerce

"People have shorter attention spans. They're not going to read dense content about what Leekes is and what it does. [Google Business Photos] enables people to have a very quick understanding of what we're about in a way that is a bit of fun."
 - Geraint Martin, head of e-commerce



Bird's-eye view of one of Leekes' 45 departments.

