



## 3D Sales Configurator

### FACTSHEET: 3D SALES CONFIGURATOR

#### WHAT IS A 3D SALES CONFIGURATOR?

A 3D Sales Configurator is an interactive tool with which you can see and experience a product directly from all angles. The tool helps customers to make better and faster purchasing choices. Instead of offering a specific style or design, customers can put together their ideal product with the configurator.

#### BENEFITS

- ✓ Increases customer engagement,
- ✓ Creates more brand awareness,
- ✓ Minimizes the number of return items,
- ✓ Creates a faster sales cycle,
- ✓ Widely accessible,
- ✓ Can be used on iOS and Android mobile devices,
- ✓ Products can be placed whenever, wherever.

Customers really value personalization, and a great way to let your customers personalize their products in ways such as modifying the color, materials, and size, is with a 3D Sales Configurator.

Everyday, new strategies of doing business efficiently emerge. Since the introduction of Augmented Reality and Virtual Reality, many companies have begun to use enhanced technologies and techniques to market their goods.

These companies have achieved new heights by providing their customers with an immersive experience. One of the modern-day tools that are widely used these days is the 3D sales configurator.

#### HOW DOES IT WORK?

Whatever type of online 3D product configurator you have, it typically serves these purposes: giving detailed explanations of the product and the ability to modify an existing product to meet unique needs. The customer may have a general idea of what they want, but has not yet made up their mind.

This is where the configurator comes in. The tool shows them various types of products and encourages them to look at

different versions of those products. As a result, they will be more engaged with the product.

The customers can experiment with the various shapes, colors, and materials in your configurator until they find a customized product that they prefer.

Your real-time 3D viewer will enable them to see their product combinations in a 360-degree real-time view mode when mixing and aligning their requirements. All of this gives the customers more control over the product they are interested in, and encourages them to make their purchase.

#### IMPLEMENTATION

We at Recreate, have all the required expertise and techniques that you need to implement 3D Sales Configurators. We can, for example, deliver website incorporated configurations or stand-alone applications. We can also give detailed training on how to use the solution.