Salsita's Product Configurator Handbook

Everything you need to know

LET SHOPPERS CUSTOMIZE YOUR PRODUCTS

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I've never experienced the high level of professionalism the Salsita team brought to the table.

Jan Paul Koning
Co-Founder, KILO

1_ Who should use a Product Configurator?

A product configurator is a digital component that can be used on websites and apps by different users to "configure" or build their perfect product. For customers, this is a great way to customize their products and build something that showcases their personal taste and style.

Retailers like Ikea and Warby Parker are already using product configurators as part of their sales strategy and automobile companies like Nissan and Audi leverage configuration software to enhance the customer experience.

At Salsita, we design and develop exceptional web and mobile solutions which differentiate our clients, engage their customers, and grow their business. We build on our Product Configurator Framework to develop slick, cost-effective 3D product configurator, visualization, and design solutions for brands and retailers across industries from consumer electronics to furniture, fashion and more.

2_ What Do Product Configurators Do?

Simply put, a product configurator—or configuration software—enables customers to customize their products. A configurator gives customers a visual interface where they can change various attributes (color, material, accessories, etc.) and view a fully personalized product designed to their specifications.

By giving customers a customizable product, brands can engage directly with customers, personalize the shopping experience and offer an immersive and engaging process that increases conversion and sales.

Instead of manually creating quotes and specifications, product configuration software automates the process, speeds up the sales cycle, and gets the item into production from one centralized hub that connects the buyer journey. The results speak for themselves. If you offer custom or configurable products, you need an online product configurator.

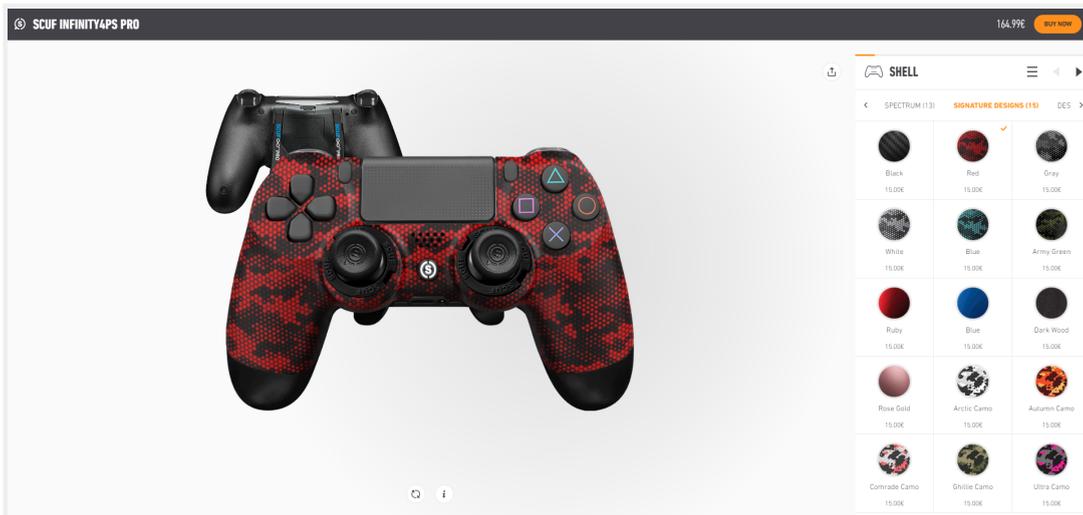**5 Product Configurator Software Must-Haves**

- Visual product configuration that allows for dynamic product updates
- Flexible product rules that enable different kinds of configuration
- Document generation for quicker manufacturing
- Sales automation and dynamic pricing
- Third-party software integration

3_ Product Configurator Types

A product configurator guides the customer through the process and gives them the tools and choices they need to successfully complete the order. But not all configurator software is created equal. Let's take a look at the two major types of configurators.
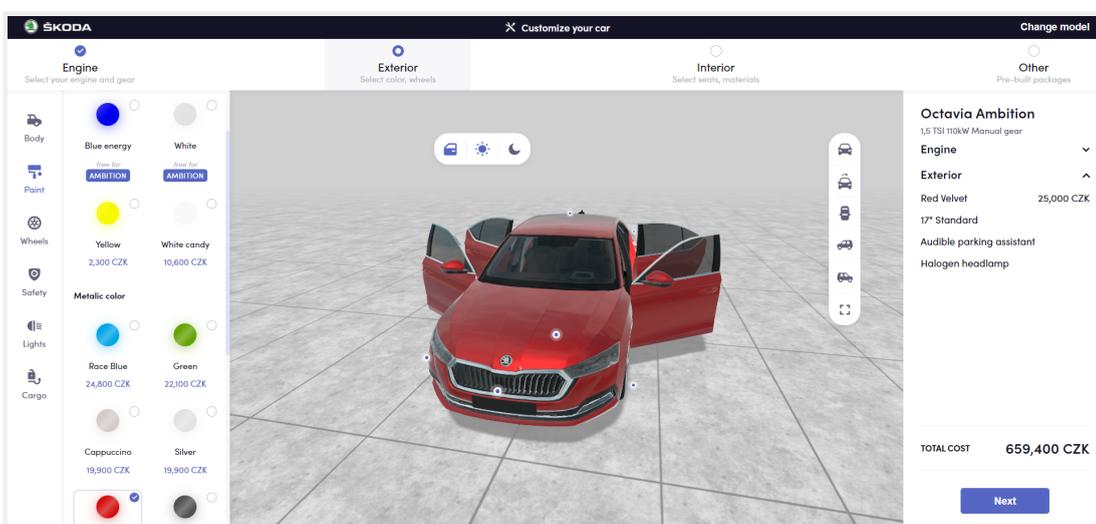
Static Product Configurator:

Static configurators, or 2D product visualizers, are the most straightforward configuration software. They present a flat image that doesn't move, which means that even though shoppers can change the color and certain parts of the product, you can't spin the image around. In some 2D configurators, you have different cameras and angles to choose from, and you can customize components and select different product options.

3D Product Configurator:

3D product configurators are full-fledged, responsive configuration software where users can rotate a 3D product rendering to get a 360° view of the product. Besides giving users a better view of complex products with more parts, a configurator gives them the ability to customize and change parts. What makes a 3D product configurator most compelling, however, is that it gives shoppers a more interactive experience that shows them exactly what they will get from their purchase.

4_ Benefits of a Product Configurator

As you can see, the main benefit of a product configurator is that it helps eCommerce stores and retailers of all shapes and sizes to give their customers a buying experience similar to the one they'd get into a bricks-and-mortar store. But that's not all. Let's take a look at some other benefits of product configurators.

Enable Better Product Understanding

A product configurator simplifies complex products because it enables users to interact with them before they purchase. It helps them see how things work and even how parts move. Customers can view the product in real-time and assess it on their own terms. This enhanced interaction with the product also provides a treasure trove of data on customer behavior for marketers and salespeople.

Simplify Manufacturing

Besides being stellar sales tools, product configurators simplify your manufacturing pipeline by capturing all the information your customer has input into the software. Product options, the customization process, and the customer preferences are all pushed to your ERP or CMS. Configuration software also works as a configure, price and quote (CPQ) solution that can deliver the order to production before being delivered to the client.

Integrate with Third-Party Software

Another important benefit of product configurator software is that it integrates with third-party tools to enhance and speed up the sales process. For example, you can integrate an ERP or an eCommerce platform into your configurator to create quotes, sales orders, item descriptions, and even part numbers. Plus, by integrating a configurator into your eCommerce solution, you can manage stock lines and inventory.

Higher Visitor Engagement

Configurable products drive higher engagement than their static counterparts. Just by showing your customers a product they can tweak, they can become instantly hooked, even if it is only because of the novelty. Seeing how different product options appear in front of them is also a powerful psychological incentive for customers who can easily see themselves using that product once they have customized it per their specific needs.

Finally, some configurators allow customers to "place" the product within the environment it is intended for, creating even more engagement. Some advanced options enable this via augmented reality, but even just allowing customers to sketch out their home, room, porch, deck or something similar and then place the item within it allows them to ensure dimensional fit, while also creating a powerful visual of how the final product will look once they own it, which creates a strong attachment.

Boost Conversion Rates

A configurator also gives marketers the ability to go truly omnichannel. There are offline configurators that can be installed to mobile devices or computers so salespeople can use them on the go, during events, or to show prospects how the product works during a 1:1 demonstration, creating a seamless marketing experience that doesn't stop at the website. Ultimately, a CPQ tool like a configurator enables customers to make informed decisions quickly as they have all the information at hand to make a purchase.

Facts and Insights

- Consumers are willing to pay a premium for such personalized products. According to Deloitte, 57.2% of worldwide millennials interviewed replied "Yes, definitely!" to the question "Would you be willing to pay more for a high-end fashion or luxury item that was personalised to you?", while 35.2% answered "Maybe."

- Research shows that 26% of Americans have customized a product, with apparel and footwear (29%) and food and beverages (29%) being the categories with the highest sales of customized products.

- Customer acquisition costs are lower because real-time photo-realistic 3D configurators allow brands to get much higher engagement rates on their digital properties, more qualified leads, and therefore higher conversion rates.

- Ninety-five percent of customers favor interacting with 3D product renderings over video playback alternatives. These 3D configurations allow customers to completely customize a product rather than rely on a pre-made video that might not include all the features they are looking for.

View Demo: Car Configurator

6_ Case Study: KILO's Designer Furniture

KILO, a Dutch furniture manufacturer whose business of customizable furniture was growing rapidly, needed a way to empower customers to create their own personalized furniture designs online. Salsita's 3D product configurator enabled them to automate this process for them as they continued to scale up their business.

To do so, we adapted our 3D product configurator framework to accommodate KILO's exceptional level of customizability. Then, we deployed it on KILO's e-shop so the designs the customer creates and submits can be sent directly to manufacturing for a seamless CPQ process.

In this way, customers can order highly customized pieces of furniture online. Our team also integrated the online configurator into KILO's manufacturing process, adding an Order Dashboard to the implementation that enables KILO to automatically map the designs onto the materials, reducing the manual intervention required to fulfill every order.

View Live: Furniture Configurator

The team has now embarked on a new phase of the project, integrating the online configurator into KILO's manufacturing process. This involves implementing an Order Dashboard allowing KILO to map the designs automatically onto the laminated plywood boards. The resulting design specifications will then be generated automatically and fed directly into the CNC machine.

As with the configurator project, the new phase kicked off with a Design Sprint. Once again, the team found creative solutions to a number of tricky design challenges.

The kiloJoule configurator is now live on the KILO e-shop, with plans to extend it to cover additional KILO products. The Order Dashboard and fully automated manufacturing process are slated for deployment by the end of Q1 2021.

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The Orders Dashboard looks absolutely amazing. I'm flabbergasted. I don't know what to say. I'm very impressed.

Jan Paul Koning
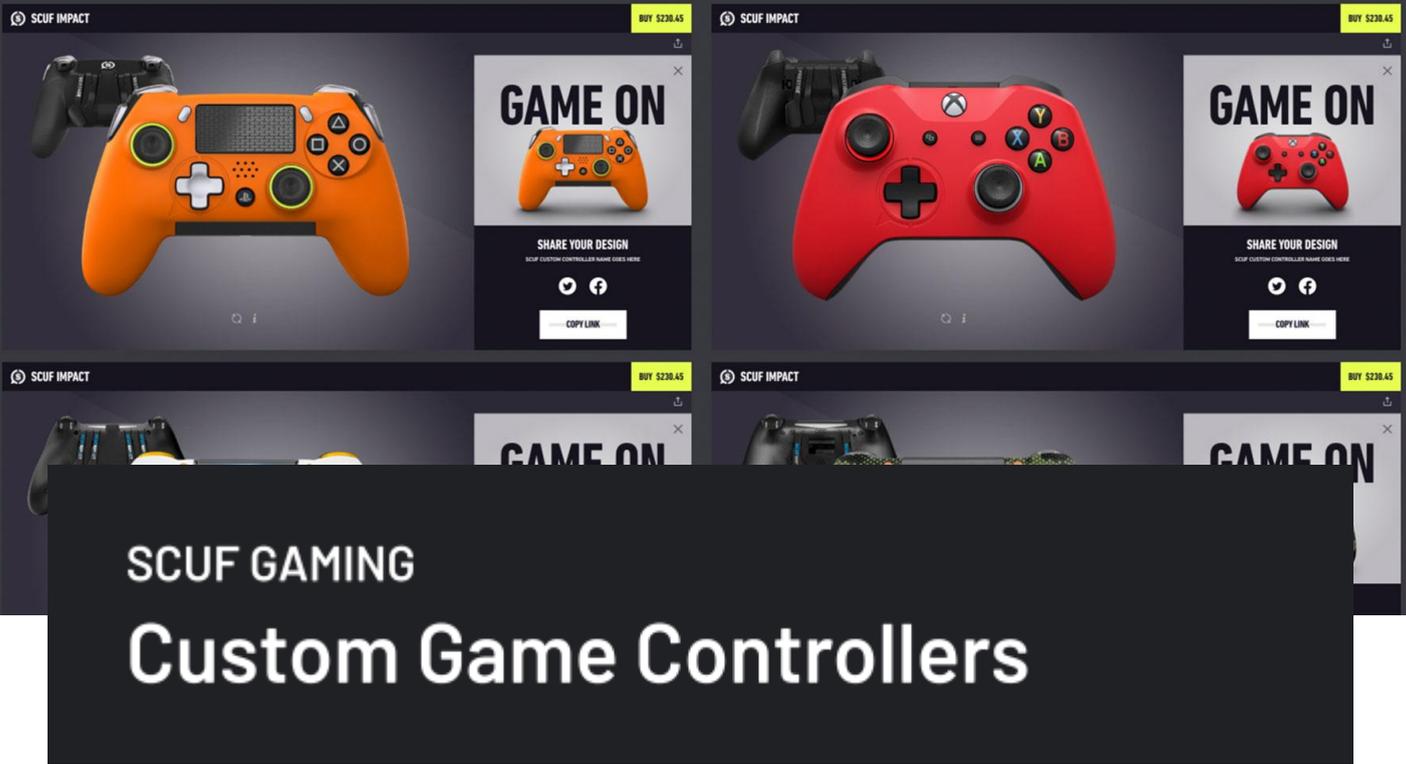Co-Founder, KILO

CLIENT SHOWCASE AND TESTIMONIALS

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Salsita has excelled in all areas and become the go-to software development agency for our most challenging projects.

Emile van den Ende
Technical Director/Partner, Purple Creative Innovators

SCUF GAMING

Custom Game Controllers

ABOUT

Advanced configurator for customizable XBox and PlayStation controllers

WHAT WE DID

Salsita's UX and front-end specialists architected the configurator for high performance and ease-of-use. It scales up from smartphones and tablets to desktop computers. Throughout the project, Salsita's engineers provided strategic advice on tricky UX decisions and architectural best practices.

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I believe Salsita's team has become an invaluable asset to SCUF.

David Guerra
IT Director, SCUF Gaming

COLIJN IT
3D Web-Based Room Planner

ABOUT

Fully-featured room planner for the web integrated with a product configurator

WHAT WE DID

After a successful proof-of-concept, Salsita implemented a complete room planner that lets users design strikingly realistic interiors, then view, pan, and rotate them in 3D. Thanks to the integration with Colin IT's iONE product configurator, you can drop in detailed 3D furniture models and customize them in place.

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Salsita embraced the challenge and has proven capable of creating a slick and sophisticated 3D web front-end.

David Colijn
Product Manager, Colijn IT B.V.

ADCOproto
Interactive PCB Assembly

ABOUT

An interactive tool for electronic manufacturers for quoting costs for the sourcing and assembly of custom printed circuit boards (PCBs)

WHAT WE DID

The wizard interface provides information about the price and availability of requested parts. Electronic engineers can configure and finalize the whole assembly, order, and pay for it. ADCO Circuits then orders all the parts, assembles them, and sends the circuit boards to the customer within a few weeks.

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The quality of what Salsita can do is very, very impressive.

Archie Damman
President, ADCO Circuits

SALSITA AND THE TEAM

Salsita is a digital product agency that designs and develops exceptional web and mobile solutions which differentiate our clients, engage their customers, and grow their business.

We provide design-driven development services that cover the entire software development cycle, including product discovery, UX research, UX design, frontend and backend development, quality assurance, project management, build engineering and deployment. We have a bias towards rapid delivery, early user testing and incremental improvements using agile development practices.

Our areas of specialization include eCommerce , web and mobile dashboards, online content editors and data visualization. We leverage the Salsita 3D Product Configurator Framework to develop slick, cost-effective 3D product configurator, visualization, and design solutions for brands and retailers across industries from consumer electronics to furniture, fashion and more.

We have developed award-winning digital solutions for dozens of companies, ranging from household names like eBay, SAP, Texas Instruments, and First American Financial, to innovative startups across Europe and North America.

Our 80 team members hail from over 20 countries, united by a strong corporate culture that values inclusion, mutual respect, and outstanding customer service.

In 2020 we were included in the Clutch 1000, a prestigious list of the top 1000 global B2B service providers.

THE 3D CONFIGURATOR FRAMEWORK TEAM

Robin Palicka_ UI Designer

Robin prefers simplicity in all aspects of app development. He lives for creative ideas and enjoys collaborating with colleagues and clients.

Jan Bartunek_ UI Developer

Though Jan is a front-end development veteran who spends time in the worlds of design and development, he prefers the coding life.

Jiri Stanisevsky_ Chief Architect

As a tech lead, Jiri works with an endless list of technologies and loves creating reusable components, small libraries, and frameworks.

Filip Horky_ Full-Stack Developer

Whether Filip is collaborating with his colleagues or fellow online devs, he enjoys the problem solving and instantaneous results of coding.

Jan Mikula_ Director of Product

Jan believes in close collaboration between devs and designers and is a huge advocate of modern agile and lean methods like Shape Up.

Pavel Pribyl_ QA Lead

Pavel lives for all things QA and strives to break stereotypes between QA and Devs. As he says, "QA is not the enemy, QA is your friend."

For a Demo and Pricing Information

Contact us: hello@salsitasoft.com

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At the end of the day, we succeed when our clients succeed. That's why we've expanded far beyond our roots in software engineering to provide expert staff who can tackle every challenge facing a software development project.

[Matthew Gertner](#)
Founder & Chief Executive Officer, Salsita Software