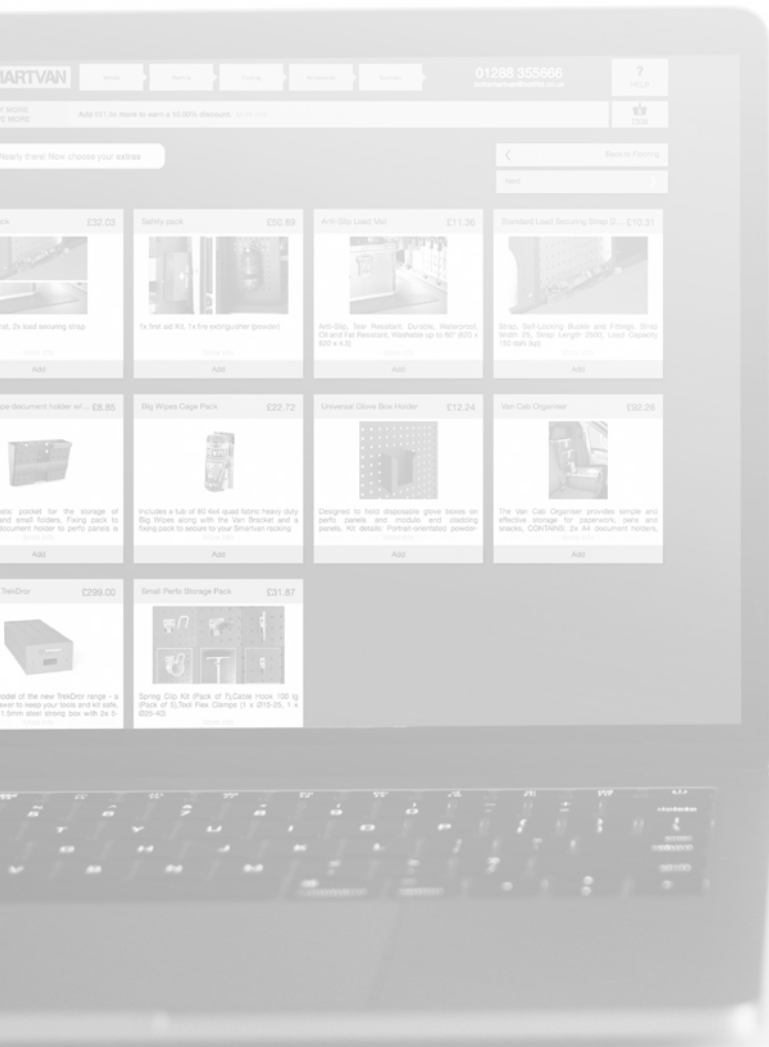


## CREATE A BUZZ

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# Five tips for building the ultimate online configurator.



CREATE A BUZZ

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An online product configurator could be the key to growing business, engaging customers and driving sales – so, what are you waiting for?

**Before you jump in,** as with any project, remember that the success of your configurator is all in the planning.



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## FIVE TOP TIPS

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### So, let us help you get started.

Here, we've outlined our top five tips for building one that will ensure you smash all of your project goals:

#### Understand the who, why and how

It's easy to charge into a project without doing that deep thinking necessary to drive success. That's why, before starting with your configurator project, you need to ask these key questions:

**Who exactly is the configurator for?**

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**How exactly will it help them?**

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**Why will they be motivated to use the online configurator?**

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With these answers, you'll be more focused on designing a functionality that precisely serves your target customers. Think of it as needle-sharp targeting versus spray and pray.



FIVE TOP TIPS

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**Don't forget about the money**

It's never too early to start thinking about the financial returns on a project - after all, you don't want to waste your time. So, start asking the questions that'll sharpen your thinking. **Consider:**

**How much web traffic will visit the configurator based on your current levels?**

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**What would you expect the average spend to be?**

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**What percentage of traffic do you expect to convert to sale or lead capture?**

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**What level of margin will you earn from the sold products or services?**

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Asking these early questions will help you justify the money you're spending on the project, before it's too late.

Right now, they'll just be estimates, but you'll be glad you did the groundwork in the long run.



## FIVE TOP TIPS

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### **Keep it simple**

Taking your offer online can be a real change to your current sales setup.

While your experienced technical sales teams have decades of experience in your product line-up, with all the details and tricks of the trade, replicating that online isn't so easy.

Essentially, your customers need to be able to work it out for themselves on the screen. So, enhance the experience for them by following these simple rules:

#### **Aim for the minimum number of choices required to give a quality experience**

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#### **Don't build up unnecessary cost by including every last option and additional complex logic**

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#### **Follow the 80:20 rule - include the functionality that works for 80% of your customers and handle the remaining 20% offline**

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Taking this approach will not only create a simpler, easier user experience but also save you thousands of pounds in development costs.



## FIVE TOP TIPS

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### Make it visual

A picture is worth a thousand words, so it's no surprise that, when working with configurators, smart visuals help the customer understand what they're choosing.

And, whether you use CGI visuals or product photographs, don't forget the important point is to give the customer the clearest visual representation of the product they're considering.



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FIVE TOP TIPS

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**Have a clear call-to-action**

So, your customer has configured their product, but what comes next?

Make sure you've got a clear call-to-action (CTA), which helps them take that next vital step – actually spending money with your business.

CTAs could include:

**Order online**

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**Book an online consultation**

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**Share your email address and get a summary email of your configuration**

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HOW CAN WE HELP?

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With more than a decade of experience under our belts, we love building configurators that drive client success and keep customers coming back for more.

In fact, by creating multi-million-pound revenue streams for our clients, we think the results speaks for themselves.

So, if you're looking for support with building a state-of-the-art configurator, you've come to the right place.

Book an informal chat by clicking below, drop us an email or pick up the phone – **you'll wonder why you didn't do it sooner.**

**Book Today** >

t: +44 (0)1637 875410

e: [mail@buzzinteractive.co.uk](mailto:mail@buzzinteractive.co.uk)

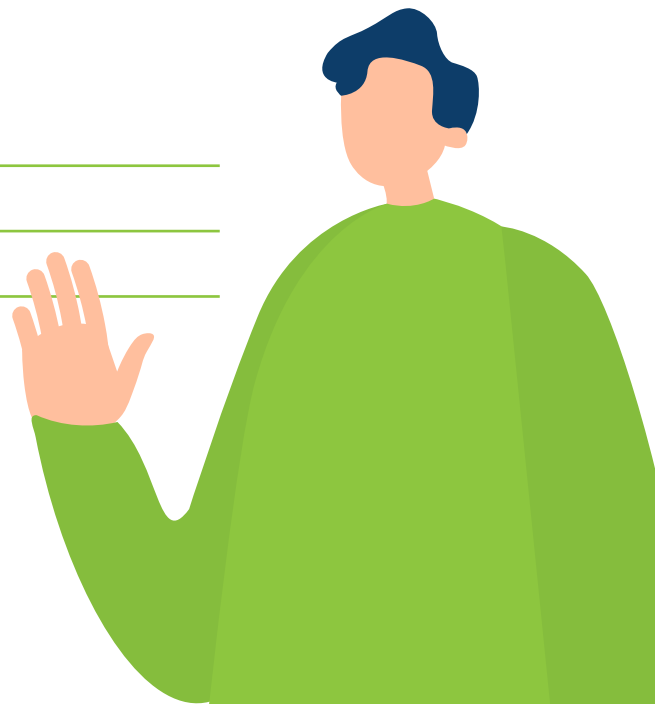
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## CASE STUDY

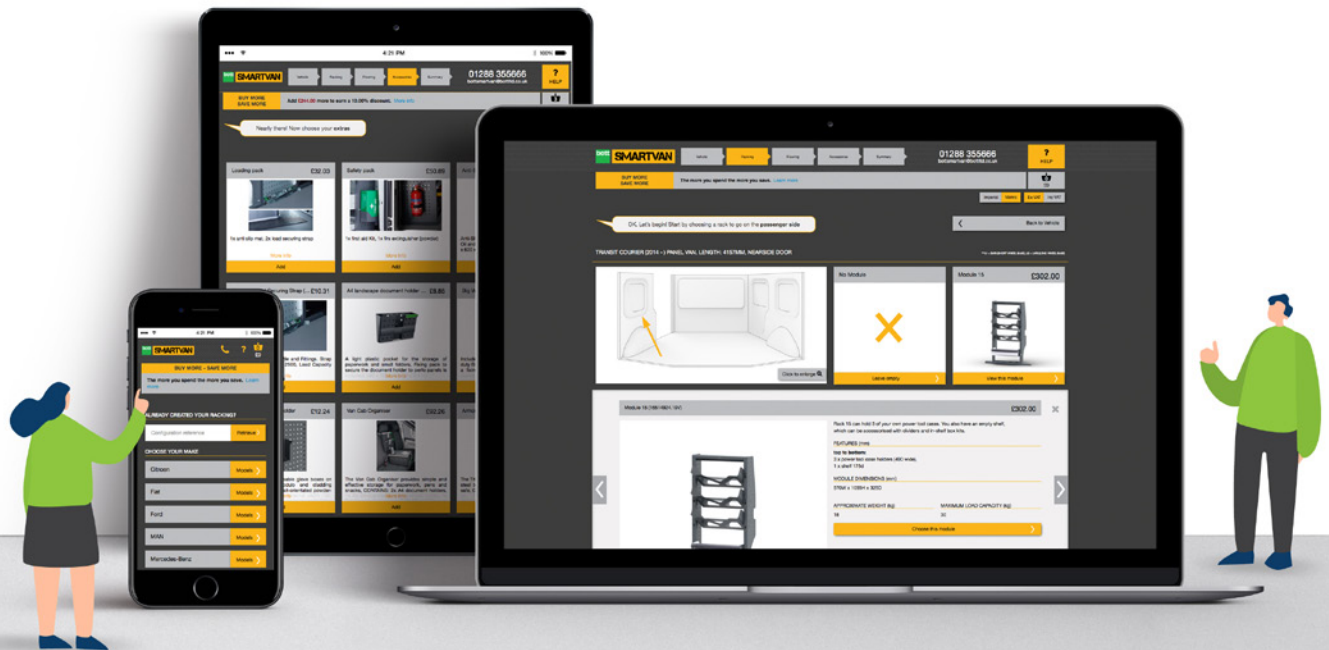
**BOTT LTD ONLINE CONFIGURATOR**

Bott produce premium, customisable van racking solutions. Traditionally, these solutions have been sold to large fleets, with each option manually configured and illustrated by a draughts person. Looking to make the product more efficient to sell to smaller companies and individuals, Bott approached Buzz to craft a solution to enable them to reach a wider audience.

The Bott Smartvan configurator guides customers through a staged process of vehicle, racking, flooring and accessory configuration. This includes sizing and placement options, as well as a multitude of different

in-rack options suitable for different professions. Throughout the process, visuals of each component are provided, and the system takes care of preventing conflicting options.

Variants of the configurator are now available for the French and German markets, with full translations and dynamic branding. The system itself runs all of these markets from a single database, with pricing and parts synced to Bott's internal systems. Orders are imported directly to the Bott order management system so that the whole solution is automated end to end.



TESTIMONIALS

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I have worked with Buzz for several years and am always very pleased by the results and the working relationship.

Buzz have adopted a lean structure with real in depth technical expertise, this enables them to deliver great work at competitive prices.

**BOTT LTD****Ben Rotheray**  
Marketing Manager