THE ROI OF GOING 3D

How much do you stand to gain?

27 QUESTIONS
TO DETERMINE HOW MUCH
YOU COULD GAIN FROM USING
3D PRODUCT CONFIGURATION
SOFTWARE

Discover how much 3D visualization and configuration will benefit your business

It has likely caught your attention: the "buzz" about terms like 3D visualization, visual commerce and product customization. High numbers and percentages depicting incredible benefits in terms of customer engagement, conversion rates and order value, while reducing costs. Seems a little too good to be true perhaps? Well, we are here to tell you that, in general, 3D visual commerce combined with product configuration will positively impact almost all companies. Just how much you stand to gain depends a great deal on your business, your products and how you approach your branding.

"Visual configuration is a transformative technology. Organizations that are among the first to adopt it in their industry experience substantial competitive advantage and cost savings. They see significant improvement in their deal win rate, lower costs for drafting design files, less rework in the factory and lower carrying costs for samples at retail locations."

– Gartner, Innovation Insights for Visual Configuration, 2020.

Where to start?
At this point, you are probably wondering: how do I determine the gains of visual commerce for my business? Well, you have two options:

1.   Spend months acquiring all requisite knowledge (not what we would recommend)

2.   Spend 15 minutes to run through our test (most popular choice)

We have devised a "test" by which you gain insights in how well suited your business and products are for visual 3D configuration and to determine the ROI for your business.

The main point to this exercise is to take your mind on a tour along various aspects of your business which might be positively impacted by 3D visualization and product configuration software; areas where you might achieve increased conversion, higher revenues, increased efficiency or where you can cut costs. Some of these aspects might not have crossed your mind before and will trigger new insights.

At the end of this test, you can calculate your score to see what 3D configuration can do for you. The end-result of the test really is not that important, but we hope that the topics and considerations that you will come across will help you to get a better understanding of the far-reaching impact visual commerce will have on numerous aspects of your business. Hopefully, by the end of the questionnaire you will have come across at least three topics which you have not yet connected to visual commerce and you will be just as convinced as we are about the potential of this technology for your business.

Ready?

1. Do your products come in multiple variants?

Do you sell products which are generally available in a single version (e.g. most books) or do your products come in different colors, materials, sizes and shapes?

Interactive checkboxes

☐	Single versions	1
☐	Limited variations	2
☐	Lots of different variants	3

Considerations
No surprises here: if you offer products in single versions, getting those visualized and structuring your data will be far less of a challenge compared to selling products with hundreds or thousands of different variations. Not only are you likely to face a challenge to get everything visualized, but even if you have all the visuals, how do you structure all the visual and non-visual data (i.e. your catalog) in order to offer a decent customer journey?

2. Are your products customizable?

Customizable products are products to which the customer can add certain input which makes the product truly unique. This input is not presented in a predefined library or options list, but fully depends on what the user adds in terms of text and or images. Think about shirts where you can add your initials or a customizable baseball glove where you can add the team logo.

Not customizable	1
Moderately customizable *(e.g. text input on one fixed location)*	2
Many customization options *(e.g. text input and custom images)*	3

Considerations
Obviously, the customization options will affect the appearance of the products and therefore your customers will want to see the end result (or next best thing) before purchasing. Not being able to see the customized product before buying it is perceived as a big risk which will lead to hesitance especially for big ticket items and volume orders. Reversely, being able to visualize the customization will increase buyer confidence and thus increase your conversion rates and average order value.

3. Are your products configurable?

Apart from fixed products which are available in different colors or sizes, your products might exist of multiple interchangeable parts which allows the customer to select from a range of options for one or multiple properties of the product. The best-known example for this type of product is of course the car. Most brands offer car configurators on their website which allow you to select your preference on engine types, paint, bodywork styling, rims, etc.

Single versions	1
Limited variations	2
Lots of different variants	3

Considerations
When your products have options which affect the composition, form or features, you can help your customers a lot when you are able to structure that data in the form of a guided selling process. These options don't necessarily have to have visual consequences (e.g. swapping engines would not affect the appearance of the car). It is important that you offer your customers (or sales personnel) overview of the options they can choose from and make it as easy as possible to select the desired options. The more options your products have, the more complex it usually gets and the higher the benefits of using a visual product configurator. Your customers will have the feeling that they get the best product available to them, while you significantly reduce the chance of creating wrong orders as well as unsatisfied customers and product returns

4. Do your products consist of multiple items / SKU's?

Another element that will impact how much you stand to gain from a (3D) product configurator, is whether or not the (interchangeable) components of your products are defined as separate items (SKU's). In that case, your configurations should lead to so called composed or bundled products. These parts might be interchangeable, but that does not have to be the case. Think about a dining table where the tabletop and the (4) feet are separate items; the customer buys the table, but the guys in your warehouse need to pick 1 tabletop (sku: 101) and 4x the feet (sku: 102).

Single component products	1
Some components	2
Lots of components defined as seperate items	3

Considerations
If you sell composed / bundled products, you will benefit from an application which will provide the item list of all the components / items within that product. When you are dealing with configurable products that gets a little bit more complex, because the composition of your products will vary based on the choices made by your customer. So not only does the configurator need to guide your customers through the process, but it needs to be able to translate the order to a list of items which need to be manufactured and/or picked from your warehouse. Getting this right, will save you a lot of time and prevents mistakes.

5. How complex are your products?

Are your products highly common products and does everyone know exactly what to look for? Or do your customers and perhaps even your sales executives regularly get lost in product options and features? The more your products fall in that second category, the more difficulties your customers will have with buying your products and the more mistakes will be made in the order process. In other words, helping your customers and sales executives can be a real win.

Very simple products	**1**
Moderately complex products	**2**
Highly complex products	**3**

Considerations

A good and clear guided selling process will run your customers (and sales execs) through each of the options step by step and offers additional (visual) information along the way where needed. Product configurators are the optimal way to let you design these guided selling processes. The more sophisticated product configurators enable you to build your own configurations and can handle complex business and pricing rules which will ensure that mistakes cannot be made during the configuration process. Especially when you can combine the guided selling process with high quality and/or interactive visualization, you can make even the most complex products look easy. This will increase buyers' confidence significantly and reduce costs of correcting mistakes.

6. Are looks important?

If you sell products where looks do not matter, you will have less to gain from good product visualization. However, when style and/or shape are important aspects for your customers, the more important it is to properly visualize this. This will provide your customers with the confidence that they will be purchasing to right product. Products like fashion or furniture are obvious products where it matters a lot to customers how the products look. In some industries the style of the products might not be of importance, but the shape of the product is. Consider for example mechanical (replacement) parts: the specifications might not clarify whether a certain product is the part your customer is looking for but having a good visual might just be the confirmation they need.

Both style and shape are unimportant	**1**
Either style or shape is important	**2**
Both style and shape are important	**3**

Considerations

Good visualization of your products will almost always help you sell your products. The more these visuals matter, the more you stand to gain from proper visualization. For products where style is a key aspect, the quality and realism of your visuals is an import factor to consider. Using a product configurator in combination with photorealistic renders might be the right way to go for you. In case the shape of products plays a vital role, you might want to lean more towards interactive visuals, such as product configurators with a 360 degrees viewer or fully interactive 3D which allows users to rotate, pan and zoom to view every aspect of your product. For those products where both style ánd shape are of importance, the optimal solution is a visual configurator that allows users to switch between photorealistic renders and interactive 3D, combining the best of both worlds.

7. How high are your photography costs?

Another factor to consider is: how much do you spend on your product photography? Smaller products are in general easier to photograph while larger products will pose practical and logistical challenges. Also, for certain products the setting in which the products are photographed is important which will add to the cost. Think about costs for hiring or even creating photo locations as well as possible delay costs due to uncontrollable factors like weather conditions (for outdoor products).

Relatively low photography costs	1
Moderate photography costs	2
Relatively high photography costs	3

Considerations
With 3D visualization, the size of your products is no longer a factor. Furthermore, there is no need to hire a photographer, to move products from a to b, build and decorate complete scenes, swapping different variants, hire locations, etc. In 3D, you even control the weather. 3D models are modelled on a computer and the visualization works the same regardless of physical size. Swapping to another product or another variant can be done at the click of a button. Moreover, the models can be added to various scenes of existing and non-exiting environments where conditions are always exactly how you want them. Moving to 3D visualization will cut your visualization costs with 50% up to 99% and will enable you to visualize products and scenes that just were not possible before

8. Does setting and context matter?

For certain types of products, the setting in which the products will be used are of importance to the customer. Being able to show products in the correct setting will positively impact your sales. We have already covered the photography costs in the previous question, but that is not the full story. Even when you can visualize your products in example scenes / settings, that might not be enough. There might still be room for doubt in the mind of your customer. For example: "Sure, that model looks great with those glasses, but how will they look on my face?" And: "Those curtains look great in that showroom, but will it fit the style in our living room"?

Setting and context hardly matters for my products	1
Setting and context matter to some extent for my products	2
Setting and context is crucial to my products	3

Considerations
3D visualization is not just about replacing traditional photography by creating photorealistic renders or about interactive 3D product viewers. It is much more versatile than that. Once you have the 3D assets, you will be able to utilize technologies like virtual and augmented reality which can directly display products in the right context for the customer. For instance: displaying the glasses on their own faces or showing a chair directly in their own living room. Another example is that you can use your assets in other applications like a room planner, which enables customers create a "digital twin" of their own living room.

9. Do your products have long or short life cycles?

When you have fast changing collections, you will generally have a challenge in your product visualization. Before you have those products photographed and online, the collection changes and you can start all over again. For products with longer life cycles, it makes more sense to invest in (traditional) visuals like these, because you would be able to use them for a while

Relatively long product life cycles	1
Moderate product life cycles	2
Relatively short product life cycles	3

Considerations
3D visualization enables you to get your visuals in order very quickly and efficiently, potentially even before your products have even been manufactured. For fast changing collections this means that it now makes sense to make the effort to properly visualize your products, even in situations where it did not before. For this reason, the added benefits of 3D visualization might be considered higher for products with shorter life cycles. It does not mean that 3D visualization will have no benefits for products with longer life cycles, but for those products there is just more time and more options available to create these visuals. However, one could also argue in favor of the complete opposite: it makes more sense to create very good visualization for products which will be in your collection for a longer time. These are the products which will define your sales for a long period and therefore you could really give your sales a big boost by making sure that the product can be visually explored from all angles, distances and in all variants. 3D visualization is the way to do just that.

10. Is your business predominantly online, offline or omnichannel?

When you have physical store(s), customers can visit to view your products. Strictly speaking, if you do not do any business and promotions online, you might not necessarily need digital visualization. The more important the "online" channels are to your business and marketing, the more you will rely on visuals.

Fully offline	1
Omnichannel	2
Fully online	3

Considerations
The more your business revolves around online channels, the more you will depend on product visualization. The more you depend on product visualization, the higher the added value of a good visual commerce solution being able to display all products from multiple angles, in various ways and visualizing all variants and options.

11. Does your business have a large geometrical reach?

When you have physical store(s), and your customers are predominantly based within acceptable driving distance, they can drop by to look at and experience your products. The larger your reach, the less your customers will be inclined to take the effort to visit your stores. When experiencing the physical product is not an option, the next best thing is to offer engaging visualization on your online channels.

Small geometrical reach	1
Medium geometrical reach	2
Large geometrical reach	3

Considerations
The distance your customers are willing to travel depends greatly on the product, but even for the best products there is a limit. For those far-away customers the next best thing you can offer is highly engaging and interactive 3D content which allows them to view, rotate and zoom in on your products or even being able to display them in their home or office spaces through Augmented Reality. Remember when people would not dream of buying shoes online? We all know that is a thing of the past, but would you ever buy shoes without having excellent visuals? Product visualization is the first and foremost factor that can convince your customer to take that leap of faith and order your products even when they have never seen it in real life.

12. Do your customers expect an engaging experience?

The answer to this question depends on your branding strategy and product segment. Companies that profile themselves to be innovative and focus in their branding on the experience of buying and using their products set certain expectations for their customers. The same goes for most luxury products. Customers expect that they get the best service and experience even before a purchase is made. Consider cars: if you are going to buy a high-end car, you will likely expect a highly sophisticated car configurator on the website which will tell you and show you all there is to know about this car and available options. Conversely, if you are buying a cheap car in the lowest segment, you might not expect a configurator at all.

Customers do not expect an engaging experience	1
Customers expect an engaging experience to some extent	2
Customers expect highly engaging and sophisticated experiences	3

Considerations
If your customers expect that you are ahead of the game in terms of offering them the best possible and engaging experience, you need to live up to those expectations. Not living up to these expectations can be a real turn-off and will harm your companies' image. Being able to visualize your products, configure each and every option and interact with them in interactive 3D scenes, room planners, AR and VR, will provide your customers one of the best and most engaging experiences possible today.

13. How old is your target audience?

It is no secret that young customers tend to be more tech-savvy on average compared to elderly customers. The interactions you offer need to be properly aligned with that. The rule of thumb here is that the younger your target audience, the more engaging digital experiences will help you attract and retain customers.

> 60 years old	1
40 – 60 years old	2
< 40 years old	3

Considerations
To an older audience, navigating an interactive 3D scene might not be an obvious and natural experience, and therefore you should always carefully consider the technologies you push in your online and offline channels. However, please keep in mind that visual commerce is more than just interactive 3D and new technologies like AR and VR. High quality visualization and clear and informative guided selling processes also belong to the visual commerce domain and these are aspects which appeal to all ages. So, depending on the average age of your target audience, the question should not be whether or not to double down on visual commerce, but rather: which technology-mix will benefit me most?

14. Does size matter?

Yes, we are aware this question is a little controversial, but let's keep it professional :) If physical fit is an important aspect of your product, this can be a real factor in causing hesitations during the buyers' journey. Obvious products to think about are shoes and fashion: will it fit me? Also, for furniture, machinery, appliances, etc, it can be a deciding factor: will it fit in the space I intend it to be in?

Size and fit are not unimportant	1
Size and fit are moderately important	2
Size and fit are crucial	3

Considerations
Being able to display size and/or dimensions provides a lot of information for your customers, but even then there might still be some doubts. Think about sunglasses for example: do the dimensions really tell you how the product will look on your face? Or, larger products like a king size bed: even though you can measure a room and tell whether it will fit, people will still have a hard time imagining whether there is still enough space to comfortably walk around it. Using 3D visualization and configuration technology your customers would be able to preview your products in the right configuration, in the right space. Especially room planning software and augmented reality are perfect for these purposes. This will provide them with a lot more information which not only helps them to make the decision to buy, but also prevents a lot of disappointment and product returns.

15. Do you sell big ticket items?

Usually, you want to spend more time researching a product that is considered "big ticket" (e.g. a car) than you would in deciding which paperclip you need. In general, the higher the price of your products, the more information your customers will demand. The better the information is that you can provide, the higher the chance that they will purchase your products

Low priced products	1
Medium priced products	2
Big ticket, high priced products	3

Considerations
Perhaps the best source of information you can provide is the visualization of your product and therefore we want to stress the importance of high quality, plenty and preferably interactive product visualization. But that is not all. When you are selling configurable or customizable products, the key to understanding your product also lies in being able to structure the options in a clear guided selling process. Also consider that, to inspire buyers' confidence, you need to ensure your customers that you will prevent them from making mistakes during the configuration process. This implies that your product configuration software needs to have a business rules and pricing engine.

16. Does your catalog allow for combining and cross-selling products?

If you are selling different products which are often combined, it will be common practice that orders contain several complementary products (e.g. a sofa and throw pillows or a table with chairs). Often, these products are visualized as separate products. It has always been virtually impossible to visually combine all those products, even in your stores. So, your customers would have to imagine how these products would look together and that is in the event they have even thought of the option to combine products in the first place.

No cross-selling	1
Moderately complementary catalog	2
Highly complementary catalog	3

Considerations
If you are selling complementary products and visuals are important, could you imagine what it would do for your average order value if you could visually combine products and suggest complementary products? In furniture, a room planner will increase your average order value by 300% mainly because you are able to suggest and visualize product combinations.

17. Does your catalog allow for up-selling products?

If your selling products in several (price) ranges and/or offer several product options or add-ons, then you are probably no stranger to the art of up-selling. Why are customers susceptible to switching to a higher product range or a higher quality option? Getting the right information that convinces them that the higher priced option has sufficient added value to them. Therefore, it is crucial to provide all the information you can, both visual and in terms of which options to choose from.

No up-selling	1
Moderately up-selling opportunities	2
Many up-selling opportunities	3

Considerations
A visual product configurator allows you to combine a guided selling process with high quality visualization of the choices made. Being able to show your customers all the options of your product in a structured way and being able to show the effect of their choice at every step, will make it much more compelling for them to switch to that higher priced option. 47% of consumers indicate that they are willing to spend more on products they can configure or customize using visual commerce technologies.

18. How high are your production costs?

Your production costs are a defining factor in the feasibility of producing multiple variants in order to be able to showcase or even photograph your products. For products which are relatively cheap to manufacture it might be feasible to have each variant produced, but for most products that just isn't feasible (for many reasons). Not being able to manufacture those products or product variants poses a challenge: how do you visualize products that do not exist? And without visualization, how will your customers fully understand what it is you are selling?

Relatively low production costs	1
Moderate production costs	2
Relatively high production costs	3

Considerations
Being able to visualize your products is essential for many reasons. With 3D technology, the visualization of your products (and all variants) does not depend on whether the products actually exist. You can show your products in high detail even though that exact configuration has never been manufactured before. With 3D rendering technology you can even create rendered images that will look as though a photo has been made of an existing product even though it is completely computer generated. You could even prototype your products long before any version has ever been produced. In general: the higher your production costs, the less feasible it is to manufacture multiple variants and the more you can gain from 3D visualization

19. Do your products have long lead times?

When customers have made their decision that they want something, they want it now. Lead times have always been off-putting and not without risk. When your neighbor offers shorter lead times for highly similar products, you will likely lose your customers. Unless you offer something unique.

Selling directly from stock	1
Moderate average lead times	2
Long average lead times	3

Considerations
48% of consumers indicate that they are willing to wait longer for a customized product or service. So offering your customers a seat at the design table, will mitigate the threats of having long lead times. The longer your average lead times, the stronger the positive effect of being able to configure or customize your products. Needless to say, a good visual configuration solution is a must.

20. To which extent would (production) forecasting lead to better results and/or lower costs?

Especially when your products have relatively long lead times and for seasonal products, being able to "predict" your sales can be a huge advantage. If you already know what you are going to sell a couple of months from now, you can save tremendous amounts due to increased efficiency and waste reduction. Furthermore, you can stock up to reduce lead times for your customers which can be a real competitive advantage. This does not just hold true for end-products, but also for semi-finished products, materials and resource forecasting.

No expected advantages from forecasting	1
Moderate expected advantages from forecasting	2
Many expected advantages from forecasting	3

Considerations
Being able to predict your sales is considered the holy grail in some industries. Most of the time, however, the data on which the forecasting is based is limited. At best, the data is based on transactional data of sold products, but what if you can collect data from processes that precede your sales? Some product configurators (like iONE360) can provide you with real-time insights of customer interactions with your products and product configurations. This does not just provide insights on product level, but on option level: i.e. which choices are popular / what are my customers looking at? Those insights are collected in early stages of the buying process, so even in the orientation phase you gain valuable insights of what your customers are interested in. This data can help you make the right decisions in your procurement and production.

21. What is your percentage of order mistakes?

When you are selling complex products, chances are that mistakes in orders happen all too often. Combinations which are not manufacturable, forgotten parts or mistakes due to miscommunication between you and your customers. These mistakes are costly due to recovery costs as well as the harmful effects of dissatisfied customers and additional services. The higher the percentage of order mistakes, the higher the annual cost and the more you stand to gain from solutions that can prevent mistakes from being made.

Less than 1%	1
Between 1% and 5%	2
More than 5%	3

Considerations
Visual product configuration helps your customers to better understand your product and this better understanding leads to less misconceptions of what the product is, does and looks like. A guided selling process with a business rule engine will even prevent your sales executives to make mistakes. Although not all companies have a good understanding of how high the costs of order mistakes are, the stakes are high and order mistakes tend to easily run into hundreds of thousands of dollars/euros, and sometimes even millions. A visual product configurator with a sophisticated business rules engine can reduce your order mistakes to less than 1%. How much will that save you?

22. How high is your product return rate?

Product returns are a burden many industries must cope with. The average return rate for online retailers is 20% - 30%! For some industries product returns are inevitable and are probably not something you can get rid of. Nevertheless, with every percentage reduction you achieve, there is a ton of money you save. Reasons for products returns are very diverse and not all can be prevented, but a large percentage of returns is because product expectations do not match to the products delivered. The good news is: a large portion is due to misunderstandings about product properties and how products look and that can be remedied to large extent.

Less than 10%	1
Between 10% and 20%	2
More than 20%	3

Considerations
In furniture 35% of customers have returned products because the product did not match their idea of how the product would look. In some industries companies have even reported a 50% reduction in returns by implementing interactive 3D visuals. The take-away behind this is quite straightforward: the better you can inform your customers about your product both visually and with regards to properties, features and options, the more likely it is that the product will match expectations.

23. How high are your return costs?

Return rate is one thing, cost is another. For some industries the costs of processing returns is relatively high due to the nature of the product. Factors to consider are logistics costs, warehousing costs, depreciation of returned goods, etc. In some industries it is almost impossible to re-sell returned products, so in those instances the returns are basically considered waste.

Relatively low return costs *(less than 1% loss in profit)*	1
Relatively moderate return costs *(between 1% and 5% loss in profit)*	2
Relatively high return costs *(more than 5% loss in profit)*	3

Considerations
No need to clarify that product returns can cost you a lot of money. Moreover, it produces waste and therefore there is an environmental impact to consider as well. How high the impact is will vary greatly for different products, but almost in all cases there is a lot to be gained if you can reduce returns. Again, the way to do this is to do as much as possible to help your customer fully understand all aspects of your product so that there will be no unwelcome surprises when the product is delivered. A visual product configurator can be your road to tremendous reductions in returns, costs and environmental impact.

24. How time consuming is your quotation process?

In some industries quotes are hardly ever required, while in other industries you cannot imagine ever buying products without a detailed quote. The more detailed your quotes should be and the more complex your products are, the more likely it is that you are spending quite some time on creating quotes and we all know: time is money!

Fast and easy, or no quotes at all	1
Moderately time consuming	2
Very time consuming	3

Considerations
Similar to doing (online) sales, you can use a product configurator with guided selling features to create input for your quotes. Some configurators, like iONE360, even allow you to differentiate your products so you can make a lite version of your product configuration for e-commerce purposes and a more complete version for your sales executive. The product configurator will allow you to click together the required configuration and visualize it right away. You can use this output as an online quotation mechanism or simple download the information (even the configured 3D file) to place it directly in your quote. This doesn't just make your quotes a lot clearer, but it also saves you a lot of time: Product configuration can increase quote productivity by as much at 33%.

25. How high is the environmental impact of your production / logistics?

For this question consider the entire supply chain of your products; from raw materials, to shipping, storage and disposal after your product has run its course. When your product in the end does not live up to expectations and is returned and possibly discarded, every bit of environmental impact along the way has been for nothing. Bit by bit, we get more aware of the importance of producing as little waste and excess as possible and so do your customers. Anything we can do to better inform customers so that expectations are aligned with the delivered product will reduce the excess and waste we are producing.

No environmental impact	1
Modest environmental impact	2
High environmental impact	3

Considerations
Visual commerce helps your customers to form expectations for your product which are very close to reality. They can really see what it is they are buying, and 3D enables them to view the products in proper context through applications like room planners and technology such as Augmented Reality. When your customers are happy with your products, they will not return them and tend to use it a lot longer, thus reducing all kinds of waste and impact on our environment. An extra win in addition to all the economic gains.

26. Do you already have 3D assets?

If you have already taken your first steps into the 3D realm, you will likely have assets such as 3D models and 3D materials. You might not even be aware that you already have these assets. For instance, if you have ever commissioned a CGI artist to create images for you, they have created 3D models and materials for you and in almost all cases the IP of those assets belongs to you.

No 3D assets yet	1
Few 3D assets	2
Lots of 3D assets	3

Considerations
If you already have 3D assets, it is likely that they can be reused / repurposed to some extent. This will make it easier, faster and cheaper to get going in 3D visual commerce. The more assets you possess, the less reasons you have to wait before getting started with visual product configuration.

27. How many product models do you have in your catalog?

An obvious question, but relevant none the less. The gains of taking up visual commerce will be multiplied by the number of different product models you sell.

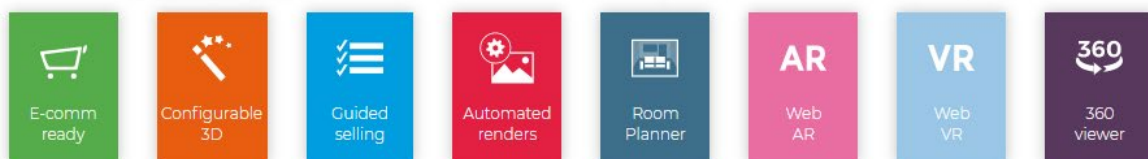|	
One single product model	**1**
Up to a hundred product models	**2**
Hundreds or thousands of product models	**3**

Considerations

When you sell multiple product models, you will likely benefit more from (3D) visual commerce, since most of these benefits apply to each of your models. In general, the bigger your catalog, the more you stand to gain.

About
iONE360 Visual Product Configuration Platform

IONE360 is an award winning omni-channel visual product configurator (CTO/CPQ) which enables you and your customers to customize complex products and order them without any mistakes. Moreover, it allows you to visualize each step by using versatile 3D-models and automated photorealistic renders.

One single platform where you can manage all your product data, create product configurations, manage your assets and distribute it to all your online and offline channels.

iONE360 is the one stop shop for all your 3D apps, product visualization and channels

E-comm ready · Configurable 3D · Guided selling · Automated renders · Room Planner · AR Web AR · VR Web VR · 360 viewer

⚡ Turbo boost conversion 🚀 Multiply average order value ⊖ Cease returns ✂ Cut visualization costs

LET'S EXPLORE WHAT WE CAN DO FOR YOU

Discover how iONE360 will accelerate your business

Contact us: sales@ione360.com
Website: www.ione360.com
Visit our Youtube channel **to see our products in action**

Results

Great! You have completed the test, well done! By now, you will have realized there are no right or wrong answers and we will not grade you. In fact, you deserve a sticker either way!

How to calculate your score?
To calculate your score, simply add up the numbers corresponding to your answers (displayed on the right side of each answer box). As a next step, plot your position on the scale below to define how much you stand to gain from going 3D.

> 28	> 45	> 60	> 75
SPECIFIC GAINS	MODERATE GAINS	HIGH GAINS	INCREDIBLE GAINS

What does your score tell you?

The general idea is: the higher you score, the bigger the advantages of visual configuration for your business. If your company scores above 55, you should be grabbing your phone right now to give us a call and get going. Kidding aside, when you score in the top half of the scale, it probably means that there are a lot of (quick & big) wins waiting for you. Our advice would be to get this on the agenda and start your investigation by talking to an expert in this field. If your company scored in the lower half of the scale, do not let that discourage you: even with the lowest possible score there are still lots of advantages and there is a solid business case to go 3D!

Have a look at the following stats based on Gartner research:

Increase conversion rate with	Increase AOV with	Reduce returns with	Reduce product visualization costs with	Reduce mistake and rework costs with
>27%	**>50%**	**>23%**	**>58%**	**>20%**

Sure, these are stats based on "good-case scenarios", but not even "best-case scenarios"! In some cases the numbers run up even higher.

For those who have scored in the lower half of our scale, not all of these percentages might be achievable. But then you are probably wondering: how much of it is? Well, let's do an experiment. Just go ahead and cut those numbers in half, or even divide them by 5! Those numbers still look pretty good, right? Even with a 5% increased conversion and 10% increased average order value, what would that mean for your business?

Considerations
As mentioned before, the outcome of this test and where your business falls on the scale is an abstract and quite arbitrary result. To really quantify all aspects and calculate expected gains would be an enormous task, and you are far too busy for that anyway. Either way, the questions will have encouraged you to roughly estimate the gains and savings that visual configuration technology can generate for your business, right? Can we ask you: which amounts did you get to in your mind? How much extra sales would you do? How much savings would you achieve?

Are the gains higher than you would have expected before taking this test?

They usually are! And in that, we have achieved our goal! You have gained insights and that is the first step to transformation. Transformation which will lead to competitive advantages and a stronger proposition towards the future.

Did you struggle with one or more questions which makes you unsure where your product falls on the scale? Or do you have any other questions/considerations you need clarification on? We are happy to help and answer your questions to determine how much you could gain with 3D product visualization and configuration.

Please contact us to get in touch: sales@ione360.com or fill in the connect form by clicking here.